1. May 2022 Quarterly Meeting

The Public Policy Committee held its quarterly meeting in May and received updates on various international, federal, California, and state relation matters. Please refer to reports for Federal Relations, State Relations, Sacramento, International Public Policy, and Environmental Affairs for relevant updates.

2. TTB Guidance on Health-Related Statements

At the Public Policy Committee quarterly meeting, Wine Institute’s legal department provided an update regarding TTB’s guidance on health-related statements. On March 4, 2022, Wine Institute met with TTB to discuss industry concerns and seek guidance regarding health-related statements on labels and in advertising. In response, TTB issued a series of five regulatory reminders that it prohibits misleading and unsubstantiated health-related statements. TTB provided specific examples of unsubstantiated statements suggesting that consuming a particular alcohol beverage will mitigate health consequences typically associated with consumption. TTB also stated that use of the term “clean” constitutes a misleading health-related statement in phrases like “X malt beverage is clean and healthy” or “Y vodka’s clean production methods mean no headaches for you.”

A full archive of TTB newsletters is here and the ones relevant to health-related statements were as follows:

- April 22 – Health Claims in Advertising – Advertising Compliance
- April 15 – Health Claims in Advertising – Regulations
- April 8 – Use of the Word “Clean” in Alcohol Beverage Labeling and Advertising
- April 1 – Health Claims in Advertising – Suggesting Health Benefits
- March 25 – Health Claims in Advertising – Mitigating Health Consequence