

0040060

Pops Wine and Spirits
Trails Buford, GA 30518

May 13, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

RE: TTB Notice No.4

Dear Sir/Madarn:

Retailers in Georgia are opposed to the proposed rule change contained in TTB Notice No.4. We are surprised and concerned that government regulators would even consider enacting policies that are both anti-consumer and anti-business. Should you go through with this horrendous plan to alter the composition of flavored malt beverages while increasing taxes on these products you would be doing irreparable damage! These rules changes would deprive consumers of a product they want and destroy successful businesses that provide that product.

What is truly disconcerting is that you are not even paying attention to your own agency's research regarding these new regulations. Didn't this research prove that flavored malt beverage sales do not decrease excise tax revenues? Then why is the TTB trying to pass rules that will definitely hurt excise tax revenues by killing sales of these beverages?

Personally, I cannot see one ounce of logic behind these rules changes. If enacted every, including the federal government will suffer. That is why I am urging you to oppose this rules change and support a compromise solution instead.

Thank you for taking the time to read my letter.

Sincerely,

