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Food Basket
Marietta, GA 30062-3303

May 15, 2003

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

RE: TTB Notice No.4

To Whom It May Concern:

Government officials have been desperately trying to get the economy back on its feet. Take a look at the recent steps by President Bush and the Congress to stimulate the economy and put people back to work. That is why I am so concerned over the TBS' proposed rules changes that would depress our business by eliminating flavored malt beverages from the market or taxing them beyond affordability.

It is evident to the retail community that this proposed rules change is a regulatory disaster in the making. Not only would you be pricing flavored malt beverages out of the reach of the average customer, but you would be cutting our sales and denying us the right to make a decent profit. We depend highly upon the sales products like Mike's Hard lemonade to draw customers into our stores. Generally, while purchasing their favorite beverage they also purchase additional products. These new regulations will destroy our profit margin.

That is why I am asking for your help in averting what will be an economic disaster for everyone involved by opposing this punitive change and preventing any changes or price increases in flavored malt beverage market.

Sincerely,

