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Gilreath Liquor
Jean Gensman -
Altus, OK 73521-5003

May 10, 2003

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

RE: TTB Notice No. 4

Dear Alcohol Tobacco Tax and Trade Bureau:

Small businesses like mine face a lot of challenges these days, not the least of which are product prices driven ridiculously high by taxes and regulations. We don't need the additional challenges that the proposal to reclassify flavored malt beverages will provide us. The reclassification of these products will be very harmful to businesses like mine.

Flavored malt beverages have been among the best selling products in my store for a long time now. They represent a significant portion of my overall sales revenue. We already endure a large amount of regulation and high taxes in this business, and I don't see how we could possibly tolerate more.

Please realize that agreeing to this policy change will significantly reduce my ability to keep my business afloat. Between the impact of a higher excise tax and the costs of remanufacturing, much of my customer base will simply not buy flavored malt beverages. I, and far too many others like me, come out the losers in this proposal. It must be rejected.

Sincerely Yours,

Jean Gensman