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Roberts Station Inc.
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May 15, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20091-0221

To Whom It May Concern:

RE: TTB Notice Number Four

It was inevitable that the Alcohol and Tobacco Tax and Trade Bureau would issue new guidelines and regulations on flavored malt beverages. It seems as though anytime there is a new, exciting product that comes to the market the government tries to regulate and tax it to death. That is exactly what is happening with flavored malt beverages, and it is why I am so firmly opposed to the proposed rule changes that I read about in Notice Number Four.

Notice Number 4 dictates that flavored malt beverages must either decrease alcohol content or face reclassification as a different beverage. The effect, as I am sure you can imagine, would be either a loss of taste in the beverage (since some of the alcohol in these products comes from flavoring) or it will result in these beverages being pulled from my shelves. Either way, the financial hit that I stand to take is more than I can bear.

I'd ask that you please send these rules back for further consideration. It is clear that these rules would only further harm small retailers and result in a loss for the flavored beverage industry, retailers and, ultimately, consumers. Thank you for your consideration.

Sincerely,

Roy Roberts