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Date: 9/16/2003 Time: 10:11 PM

mike's mike's hard
lemonade iced tea hard

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MAKE IT MIKE'S

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9/16/03

Mr. William Foster
Chief
Regulations and Procedures Division
ATTN: Notice No. 4
Alcohol and Tobacco Tax and Trade Bureau
Post Office Box 50221
Washington, D.C. 20091-0221

RE: TTB Notice No. 4
Dear Mr. Foster:

As part of the Mark Anthony Group, I adamantly oppose dropping the alcohol content to 0.5% as suggested by the TTB. The FMB category is as strong as ever, regulations to that may adversely affect continued growth in the future. What I am in favor of is a majority standard keeping 50% of the alcohol content in FMB's to come from flavoring materials.

Little retail confusion in our industry is key to a successful and profitable product like Mikes Hard Lemonade. Consumers are less confused with the source of alcohol in FMB's. Taste and cost are important factors that consumers approve or disapprove of FMB's. Therefore, the source of alcohol should remain the same in FMB'S so that there is little consumer confusion.

Competition in any industry is a healthy sign of growth and success. I feel that a new standard would only impede in the progress that has taken place in the industry thus far. Notice No.4 states that alcohol beverage authorities have urged ITS to establish limits on the addition of alcohol to malt beverages from flavors. A nationally uniform standard could benefit the FMB industry and the state regulators.

As part of the well being of the Mikes Hard Lemonade portfolio and the consumers of this country I strongly oppose the 0.5% standard for the FMB's being talked about. An enhanced set of guidelines and rules could be obtained to move the FMI3 category in a positive direction in the future.

Sincerely,

Peter Elias

A HARD DAY CALLS FOR A HARD LEMONADE