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FROM CORPORATE OFFICE (FRI)OCT 3 2003 11:21/ST. 11:18/NO. 6160489171 P 2

LA ASSOCIATION OF BEVERAGE ALCOHOL LICENSEES

LOUISIANA TAM  
Server Training Services

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October 3, 2003

VIA FACSIMILE TRANSMISSION  
(716)434-8041  
Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
L Attn: Notice 4  
P.O. Box 50221  
Washington, DC 20091-0221  
Ladies and Gentlemen:

I am writing on behalf of the members of the Louisiana Association of Beverage Alcohol Licensees, Inc. ("LABAL") in support of the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau proposed rulemaking for flavored malt beverages. (2001R-136P)

We believe the TTB's action is an important clarification of federal alcohol beverage categories established to maintain an orderly US marketplace. Further, we believe the debate surrounding the proposed standard poses important issues for the stability of the retail licensing system and the overall marketplace.

Most important to us as beverage alcohol retailers, these reformulated products will be consistent with state tax, license, and distribution laws allowing wholesalers and retailers to continue to distribute, sell and market flavored malt beverages as they do today.

In response to concerns related to the proposed regulations, brewers have already demonstrated the expertise and technical ability to brew these products under the new federal standard. The FMB products that look and taste the same will be available to wholesalers and retailers in all states without interruption and no discernable taste differences for consumers.

We appreciate the opportunity to offer our support for the current TTB proposed rulemaking for flavored malt beverages.

Very truly yours,  
LA ASSOCIATION OF BEVERAGE ALCOHOL LICENSEES, INC.  
BY: Christopher G. Young