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From: Lara Larson [lara.larson@diageo.com]

Sent: Friday, October 17, 2003 7:22 AM

To: nprm@ttb.gov

Subject: TTB Notice No. 4

October 17, 2003

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

Dear Chief, Regulations and Procedures Division:

I oppose the proposed draconian 90/10 regulation in TTB Notice No. 4 and ask that the TTB enact the 51% compromise. As a Diageo employee, I am proud of our products and want to be able to compete with other products based on quality.

Complying with the new TTB standards will cost millions of dollars to purchase new equipment, reformulate products, and develop new processes.

We want regulations that promote fair competition and provide a level playing field.

Imposing new and unnecessary regulations to FMBS will handicap their ability to compete in the marketplace.

Sincerely,

Lara Larson
2 Park Ave
New York, NY 10016-5603
USA
lara.larson@diageo.com