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Talton & Sons Inc.
Billy Talton
Goldsboro, NC 27534-3488

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

RE: TTB Notice No. 4
Dear Sir/Madam:

The loss of revenue from the sale of flavored malt beverages would ripple through our entire revenue stream. The customers who come to us for these beverages make other purchases as well. We can't afford to lose their business. The bottom line is that we cannot allow the Tax & Tobacco Bureau to pass these regulations.

The fundamental misunderstanding between TTB and the flavored malt beverage industry is one of public safety. That is after all, the TTB's primary responsibility. Surely the misunderstanding has not gone so far that it cannot be corrected if both sides are willing to compromise. The future of our industry depends on it.

We need leadership to support progressive economics. Please lead the way to a better tomorrow. I urge you to stop this rules change..

Sincerely Yours,

Billy Talton