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Bestway Liquors
Los Angeles, CA 90037-2038

May 9, 2003

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

To Whom It May Concern:

RE: TTB Notice Number Four

Small businesses help the economy to stay afloat. However, if the TTB passes the new regulations on flavored malt drinks such as Smirnoff Ice or Zima, the small businesses will suffer and eventually lose sales. Our customers are drawn to our store by the availability of flavored malt beverages. If these products were to go up in cost because of these unnecessary regulations, then customers will not purchase these products, and the economy will lose out.

There are other ways to come up with a better solution that would satisfy the TTB. I'm sure our industry and several others would be happy to work with you in finding such a compromise. If a more efficient solution were to be attained, then the retailers won't have any trouble selling the flavored malt beverages, and sales will stay at a level that allows retailers to maintain a decent profit margin.

The retailers are voicing out against this regulation proposal. Please oppose this change. With your help, I'm sure that we can find another way to resolve the issue on hand. Your participation be deeply appreciated, and the retailers who are also your constituents would be grateful.

Sincerely,
Mekonn Abraha