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JJA Inc - Other Place
Gallup, NM .87301-5862

May17, 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

I am writing to state my opposition to the new rules change that the TTB has outlined in Notice No. 4.

TTB Notice No. 4 is an affront to business people and consumers. The policy change it outlines would harm both and benefit no one. We operate a business that depends on sales of flavored malt beverages. The proposed new regulations would sabotage this family of products by making it impossible to produce or too costly to sell. The availability of flavored malt beverages attracts regular customers to our store and those customers buy other products while they are with us. If this beverage category is eliminated, we will lose a substantial number of these regular customers. This is a real problem--losing customers means losing profits and that affects my bottom line!

The TTB appears poised to make a decision with ruinous implications for small retailers across the country. Please oppose this rules change before irreparable damage is done.

I would appreciate your thoughts on this issue.

Randy Johnson
President of J.J.A. Inc.

D.B.A. The Other Place