

0040315

Quick Stop and Gas
Phoenix, AZ 85032-4909

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

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

Dear Alcohol and Tobacco Tax and Trade Bureau:

The last few years have seen many ups and downs for the convenience and retail store industry. We have obviously been heavily affected by the recent downturn in the market and we're all trying to deal with slower sales and less revenue. That is why new rules outline in Notice Number 4 have such a devastating impact to our business. Please review these new rules once again and vote no on approving them. They are heavy handed, mandated rules that come at a horrible time for all of us.

Economic downturns excluded, the rules outlined in Notice Number 4 would have other devastating impacts. The alteration to taste of the flavored malt beverages as well as the re-classification of what kind of beverage it is would harm consumers and businesses alike. In Notice Number 4 the TTB does not outline any urgent or pressing need for these rules to be enacted. Rather, most of these rules and guidelines seem to only serve the TTB's desire to maintain and increase excise tax revenue. That is a goal that is far from the public or business benefit.

I hope that you see the error of these new rules and I hope that you work with the flavored malt beverage industry to revise these rules and come up with something less heavy handed and unfair. Thank you.

Sincerely,

