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Mr Chip
Jean Hall
Laurens, SC 29360-2338

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 Tobacco Tax and Trade Bureau:

I am sure you've heard a lot about the new rules that the TTB has laid out for the flavored malt beverage industry, but I felt the need to share my personal thoughts. Because this is an issue that affects so many people, I believe it is important that the TTB carefully examine any new rules that may hinder or prohibit flavored malt beverages from being sold. That is why I strongly disagree with the newly outlined rules.

Government regulations and higher taxes are the last thing retailers need right now, but that is exactly what the TTB is trying to hand down. The new rules for flavored malt beverages would dramatically alter the tastes of these beverages, increase the prices to consumers and put the drinks in a new category of alcoholic beverages - thus subjecting them to higher excise taxes. My business, and the businesses who sell these products, will not be able to make it under these kind of pressures.

That is why I am requesting that the TTB throw out these new rules and begin anew. I would urge you to take into account the concerns and ideas of retailers, the flavored malt beverage industry and the consumers of these products. Only by working to help one another will we find the best, most reasonable solution to this issue. Thank you for your understanding and time.

Sincerely,

Jean Hall