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Jim's Quick Check
J. Long
Saltillo, MS 38866-7914

May 10, 2003

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

RE: TTB Notice No. 4

Dear Sir/Madam:

We own and operate a retail establishment in Mississippi 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. That's why I'm writing asking for you help in opposing any new regulations on the flavored malt beverage industry.

The proposed TTB changes are a financial slap in the face to hard-working people who put in long hours for modest returns just to keep their local retail stores going. I'm sure this wasn't the TTB's intent, but it would be the net result. My customers would surely revolt and either stop buying (which would affect my profits) or leave my store completely, which would be devastating. Believe me, economic growth won't be encouraged by slapping a small but successful industry with rules changes that would put it out of business. Please do everything possible to resist this rules change and work out a reasonable compromise. Thank you.

Sincerely,

J. Long

