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Pantry
Jerry Jones
Greenville, NC 27834-6441

May 15,2003

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

RE: TTB Notice No. 4

Dear Sir/Madam:

TTB Notice No. 4 is an affront to business people and consumers. The policy change it outlines would harm both and benefit no one. It would only serve to add to the regulatory burden retailers have to operate under and raise prices on a popular flavored malt beverage product my customers enjoy.

Clearly, this is a destructive use of regulatory power that would destroy a profitable line of business. Even if the flavored malt beverages category were not eliminated, the new tax would make it too expensive and my customers would revolt by finding something else less expensive to buy, or leave my store all together.

There's no question among retailers that this proposed rules change is a regulatory disaster in the making. You can help avert disaster by opposing this punitive change and encouraging support for a compromise that would not destroy the flavored malt beverage market. Thank you.

Sincerely Yours,

Jerry Jones