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BUDWEISER  
KING OF BEERS

08/29/2003  
Attn:TTB Notice No. 4  
Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 50221  
Washington, D.C. 20091-0221

Dear Sir or Madam:

Concerning the proposed rule issued in March by the TTB (outlines alcohol content requirements in order for flavored malt beverages to be classified as beer), we at Madison Bottling Co. support it. The TTB proposes that for a flavored malt beverage to be classified as beer, its alcohol content from distilled alcohol cannot exceed 0.5%.

Beer is a unique product that has always be taxed and regulated differently than other alcohol beverages. The "0.5 by volume standard" if adopted by the ITB would keep the integrity of beer and the brewing process.

Keeping the regulatory process consistent is also very important. States of course have regulatory power over alcohol, but most follow the federal guidelines. The proposed rule would maintain the marketplace order and not change the state licensing, taxation and distribution policies. Any changes would be difficult for beer wholesalers to deal with and survive. If beer and other beverages (that get a majority of their alcohol from distilled spirits) are considered the same, and traditional distinctions disappear, many other producers of alcohol beverages will try to categorize their products as beer products.

Beer is made through a brewing process. It is different than distilled spirits, and fortified wine. The 0.5% standard will maintain the integrity of beer.

All 15 of us at Madison Bottling Co. in Madison, Minnesota support the .05% standard and hope the TTB would give it the final approval.

Sincerely,

Tim Roth  
Owner/Operator

MADISON BOTTLING COMPANY

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