

00411161
From: Scott Schiffres [Scott.Schiffres@unilever.com]
Sent: Wednesday, October 22, 2003 5:40 AM
To: nprm@ttb.treas.gov
Subject: RE: Need your assistance

Dear Chief, Regulations and Procedures Division:

I am writing in support of the proposed 0.5% standard for flavored malt beverages. The proposed standard is the best way to maintain clear distinctions between beer and liquor and it is the best way to preserve the flavored malt beverage category.

regards,

Scott Schffres

-----Original Message-----

From: Kelly, Tyler [mailto:Tyler.Kelly@anheuser-busch.com]
Sent: Tuesday, October 21, 2003 6:37 PM
To: Kelly, Tyler
Subject: FW: Need your assistance

Folks-

> Please review the message below and send a message of support by email today.
> By clicking on the "allies" link below you can delete the sample signature and
> insert your name/title at the bottom of the e-mail. This is an important
> legal measure in my position with the Bacardi Silver Brand Family.
> Thanks for all your assistance. > As many of you know, the Alcohol and Tobacco Tax and Trade Bureau (TTB) has
> proposed a rule setting standards for the composition of flavored malt
> beverages, such as our Bacardi Silver. Under the proposed rule, in order to be
> classified as a beer or malt beverage product, less than one half of one
> percent of the product's alcohol by volume can come from a distilled spirit or
> flavor. This is known as the "0.5%" standard.
> > Anheuser-Busch, our partner Bacardi, the other major brewers, small brewers
> and many members of the distilled spirits industry support this standard. We
> support it because it draws a clear distinction between beer and liquor
> products and because it will preserve the flavored malt beverage category.
> Hundreds of public officials, legislators, state liquor administrators,
> brewers, wholesalers and retailers have contacted TTB in support of the 0.5%
> standard.
> > Some members of the distilled spirits industry, however, are pushing for a
> less stringent standard, a "51/49" standard, which only requires that most of
> the product's alcohol content be derived from a malt base. In addition to
> blurring the lines between beer and liquor, the biggest problem with the
> "51/49" standard is that it would make the federal regulation contrary to many
> states' laws. As a result, the same product could be a beer in some states and
> a liquor product in other states. Whether a product is taxed, distributed and
> sold as beer or as liquor has many important implications and having a
> patchwork of regulations would be extremely disruptive to the marketplace. In
> recent days, these distillers have generated many email messages to the TTB in
> support of 51/49 through mass email solicitations.
> > We ask your assistance to help counter this email effort by sending an email
> of your own to the TTB.
> > AB employees, click here to send an e-mail from our intranet.
> <http://abweb.abc.corp.anheuser-busch.com/abevents/notices/EmailNotice.htm>
> > Other allies, click here to send the same message from the Internet.
> <http://www.anheuser-busch.com/notices/notice.htm>
> > All e-mails must be received today, so please, do it now!
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