

To: Alcohol and Tobacco Tax and Trade Bureau
Attention: Notice #4

To whom it may concern,

This letter is concerning my favor for option #2-51-49 standard Flavored Malt Beverages. Following are reasons to support my opinion:

1. Need to maintain current consumers based on the taste that these brands were originally sold and marketed.
2. Possibility of creating a monopoly in the market. The changes would make it harder for smaller producers to prosper and therefore create higher prices for the consumers by the larger producers.
3. Keep these products in a category of their own; Malt beverages. There is no need to mix these products into the spirit category.

Your support of option #2 is very critical for the future of the growing Malt Beverage segment. Thank you for your time.

Sincerely,

Reginald M. Wheeler

Sales Representative
Beer Capitol Distributing