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MAKE IT MIKES

September 30 2003

Mr. William Foster  
Chief  
Regulations and Procedures Division  
ATTN: Notice No. 4  
Alcohol and Tobacco Tax and Trade Bureau  
Post Office Box 50221  
Washington, D.C. 20091-0221

RE: Notice No.4, TTB Proposed Rulemaking, Flavored Malt Beverages Related Proposals

Dear Mr. Foster:

I write as an employee of Mike's Hard Lemonade Company, to oppose Alcohol and Tobacco Tax and Trade Bureau ("TTB") Notice No. 4, which would severely limit the use of flavors containing alcohol in flavored malt beverages, also referred to as FMBs. I support the more reasonable majority standard that would allow such flavoring materials to contribute up to 49% of the alcohol content of an FMB.

The regulatory changes proposed in Notice No.4, will threaten the future of Mike's. Virtually all FMBs today derive a majority of their alcohol content from flavors. Notice No. 4 proposes to drastically change long-standing federal policies that have permitted the use of a wide range of flavoring materials in FMBs by limiting the alcohol contribution from these ingredients to less than 0.5% alcohol by volume. Should this unprecedented change in the regulatory policy go into effect, Mike's will be forced to make changes.

If Mike's continues to use their current FMB formulas, Notice No. 4 will require that their products be reclassified as distilled spirits. If Mike's changes its formulas to comply with proposed 0.5% standard, it is unclear that the taste profiles will be the same. Reformulation will be expensive and the effect on price will be high.

As TTBs final rules will determine the futures of all FMBs and those business that rely on the viability of this beverage category, I strongly urge TTB to adopt a majority standard rather than its current proposal.

Sincerely, <Jj>

Drew Lennert  
Sales Manager - New Jersey - Mike's Hard Lemonade