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a division of Alaska Distributors Co.

October 16, 2003

Arthur J. Libertucci
Assistant Director, Alcohol and Tobacco
Department of the Treasury Bureau of Alcohol, Tobacco and Firearms
650 Massachusetts Avenue NW
Washington DC, 20226

Subject: Notice No. 4 Flavored Malt Beverages

Dear Mr. Libertucci:

As a wholesaler, I find absolutely no reason to change either the labeling or current composition of malt beverages. The flavored ready to drink category has provided thousands of new jobs and a great deal of economic opportunity for both the wholesale and retail sectors of our industry. Consumers very much enjoy these low alcohol products and appear to consume them responsibly. I am aware that most major brewers and many members of my industry favor changing the rules governing these products but it is my belief that any changes will only be disruptive and damaging to our industry and confusing to the consumers.

Sincerely,

Robert S. Stevens
Sr.Vice President, Sales & Marketing