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From: Jack Church [jchurch@kwtx.com]

Sent: Monday, October 20, 2003 7:51 PM

To: nprm@ttb.gov

Subject: 'TTB Notice No. 4'

name=Jack Church

name=Texans Standing Tall

Address1=718 Berger Road

Address2=

City=West

State=TX

Zip Code=76691

Comments=Regarding TTB Notice No. 4 - Flavored Malt Beverages and Related Proposals:

I strongly support the establishment of uniform standards for the flavored malt beverage category. As a father who buried a 20-year-old son as a result of underage drinking, I am well aware of the youth appeal to these products referred to as "alcopops." Credible researchers have confirmed the youth appeal to these products.

The distilled spirits industry has deceived consumers in the true alcohol source and content of these products. Many of these products have enjoyed the classification of being a malt beverage, even though they derive more than 0.5% of their alcohol content from distilled spirits sources. The makers of these products benefit from lower taxes (beer based tax rate vs. distilled spirits tax rate), which is costing our states their rightful tax revenue.

Due to a lack of uniform standards for flavored malt beverages, well-known distilled spirits brand names have been allowed to be advertised, included in the names of the alcopops (i.e. "Smirnoff Ice") in such mediums as broadcast television, which has a policy of not accepting "distilled spirits advertising."

In reading some of the comments opposing the proposed uniform standard, I see many are from owners of convenience stores. They cry that this will cause a calamity in their profits as many of these products will be restricted for sale by licensed "package stores" (where they should be.) To the convenience store owners I say "Your refrigerated coolers are not large enough now to hold all of the various beer and soda products available to you. Any profits you may lose from the sale of these alcopops that have tremendous youth appeal can be made up in the sale of souvenirs and bumper stickers. Many convenience stores enjoy tremendous profits from such items. Don't ask me to support your profits on alcopops over the health and safety of underage drinkers who yearn for these alcopops that have so deceitfully been marketed to them."

Again, I strongly support the establishment of uniform standards for the flavored malt beverage category. Please place the safety and well being of our young people over the profits associated with the sale of alcopops.

Sincerely,

Jack Church