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HOUSE OF REPRESENTATIVES
TERRY L. COLEMAN ATLANTA 332 STATE CAPITOL
SPEAKER ATLANTA, GEORGIA 30334
P.O. BOX 157
EASTMAN, GEORGIA 31023
August 25, 2003

Alcohol and Tobacco Tax and Trade Bureau
Arthur Libertucci, Administrator
P.O. Box 50221
Washington, DC 20091-0221

Attention: Notice 4
Dear Mr. Libertucci:

As the Speaker of the House of Representatives in Georgia, I am writing to express my support for the United States Treasury Department Division of Alcohol and Tobacco Tax and Trade Bureau's (TTB) proposed rulemaking for flavored malt beverages (2001 R-1 36P).

I strongly believe that the TTB's proposed action is a much needed clarification of the federal alcohol beverage categories, which have been established to maintain an orderly marketplace in our country. Additionally, the debate associated with the proposed standard, provides for an important opportunity for the discussion of the stability of the retail licensing system and the overall marketplace. If the proposed rule is adopted the standard will maintain an orderly marketplace, meet consumer expectations for consistent products, and help sustain the long-term development of the product category. Furthermore, these reformulated products will be consistent with the state tax, license, and distribution laws allowing wholesalers and retailers to continue to distribute, sell and market flavored malt beverages as they do today.

Finally, while there are some who have concerns regarding the ability of manufacturers to produce flavored malt beverage products in accordance with the new proposal, brewers have already demonstrated the expertise and technical ability necessary to brew these products under the new federal standard. The flavored malt beverage product that look and taste the same will be available to wholesalers and retailers in all states with no interruption and no discernable taste differences for consumers.

Thank you for this opportunity to share my viewpoint on this important issue. Should you require any further information, please do not hesitate to contact my office.

Sincerely,

Terry Coleman, Speaker
Georgia House of Representatives