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MILWAUKEE COUNTY HOSPITALITY ASSOCIATION
A Chapter of the Tavern League of Wisconsin
1979 S. 15th St., Milwaukee, WI 53204, 414-671-1979 (Fax: 414-6454971)
SAFE RIDE OF MILWAUKEE 414-297-9012 -24 HOUR VOICE MAIL

Chief Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20021-0221

Dear Sir or Madam,

My name is Paul Quinn. I am president of the Milwaukee County Tavern League. I represent over three hundred retail licensees in Southeastern Wisconsin. I am writing to express our support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau proposed rule making for flavored malt beverages. (2001B-136P)

We believe that the TTB's action is important to clarify the federal regulations concerning classification of categories in the alcohol industry. It is the only way to keep enforcement of retail licensing consistent in the nation.

With our support we join the many other trade and industry associations in asking that the bureau maintain consistent and orderly control of beverage categories.

Without a national standard the retail market becomes a nightmare. The product could be sold as beer in one state and distilled liquor in the next.

We are sure that the brewing industry can and will meet federal guidelines and that the products will not suffer in quality and safety.

Safe Ride
of Milwaukee County

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For the benefit of the retailers and consumers we feel that the TTB proposed rulemaking should be acted on. Thank you for the opportunity to offer our opinion on this issue.

Sincerely
Paul V. Quinn

President
Milwaukee County
Tavern League