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Date: 10-6-03

MIKE'S HARD LEMONADE

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MAKE IT MIKE'S

Mr. William Foster
Chief Regulations and Procedures Division
Attn: Notice No. 4
Alcohol Tobacco Tax and Trade Bureau
PO Box 50221
Washington, DC 20091-0221

Der Mr. Foster:

I am writing in reference to the TTB's proposal to limit alcohol contribution to flavored malt beverages to .5% alcohol by volume. As an employee of Mark Anthony Brands, I am extremely proud of the integrity of our products. We have successfully produced malt flavored beverages and have thrived among the competition of the corporate giants. I am urging the TTB to adopt a more reasonable standard that would allow less than 50% of the alcohol content in flavored malt beverages to come from flavoring materials.

I am concerned with the drastic .5% proposal that claims it is necessary to prevent consumer confusion. Being employed in the alcohol industry for over 12 years, I have become very knowledgeable regarding consumers and retailers alike. It is with confidence that I state that there is no confusion regarding the flavorings, rather it is taste and cost that essentially create the demand for the flavored malt beverage products.

In closing, I would urge TTB to reject the 5% standard and to work within the flavored malt beverage industry to attain more reasonable standards that can be attained by all.

Thank You,

Kim Beaudry