

STONE BREWING CO.

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September 23, 2005

Frank Foote
Chief, Regulations and Rulings Division
Alcohol & Tobacco Tax & Trade Bureau
1310 G Street, N.W.
Washington, DC 20005

Re: TTB Notice # 41

Dear Mr. Foote:

I am writing today to express my strong concern with the possible impacts to my business, Stone Brewing Co., should any new mandatory labeling requirements such as those proposed in this notice be enacted.

I can tell you that the costs to my business associated with the changes necessary to comply, would have a serious impact on my operations and our bottom line. As a member of the Brewers Association, the national trade organization for the craft brewing industry, I participated in the survey it conducted concerning the potential effects such requirements would have on its members and I understand that many of my colleagues find themselves in a similar position.

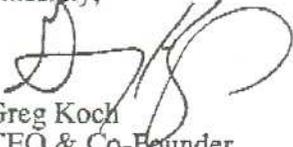
We currently use **all 360 degrees** of the circumference of the bottle for our labels so besides the expense of changing the labels, **we have no room to put any additional information on our labels.** This change, if enacted, would severely damage our ability to properly communicate with the consumer.

On the long-term side, I have a real concern with the effects such requirements might have on the ability of brewers to produce seasonal beers or develop new styles and offerings. The hallmark of the American craft brewing community is without question the wide diversity of uniquely flavorful beers we brew and bring to the consumer. This reflects a creative/experimental character that is fundamental to the identity of craft beer. Again, the costs associated with the need for a wide variety of seasonal labels due to a small change in ingredients or alcohol content could make it prohibitive to offer the variety our consumers have come to expect.

For these reasons, I believe that enacting any mandatory labeling provisions such as those contained in Notice 41 would be detrimental to individual businesses, the industry and the consumer as serious access to market challenges would face small brewers with the resulting consequence of limited consumer choice.

Thank you for your consideration of my comments before reaching a decision on this matter.

Sincerely,


Greg Koch
CEO & Co-Founder
Stone Brewing Co.