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May 13, 2003

Jimmy Farhat
Tobacco Tavern
Ville Platte, LA 70586-2808

RE: TTB NOTICE NUMBER FOUR

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

To Whom It May Concern:

Purchasers of flavored malt beverages tend to be repeat customers who, more often than not, buy other items while they are in my store. They contribute a stable portion of my daily sales. The rules change could potentially damage my overall sales by eliminating this vital base of frequent customers.

Research by the ATF/TTB led to the correct conclusion that sales of flavored malt beverages do not threaten federal excise tax receipts. But the proposed rules change would threaten those receipts by eradicating the market for these beverages. No one would win. The proposed rules change would be catastrophic for the flavored malt beverage industry and our entire federal economy. Small business owners and consumers everywhere need your support. Please oppose the new regulations and urge the government to find a compromise that will benefit all parties involved.

Sincerely Yours,

Jimmy Farhat