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Reds Fast Service
Hendersonville, TN 37075-3626

May 9, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20091-0221

RE: TTB Notice No.4

To Whom It May Concern:

We all know the dangers of fixing something that isn't broken. The 30-year-old regulations covering flavored malt beverages are not broken. They are working well and treating all parties fairly. The continued growth of the industry is a testament to that. The TTB changes would only create problems retailers like me don't need.

We operate a business here in Tennessee that depends on sales of flavored malt beverages. They are a popular item in our store and profits from the sales are significant. I have no doubt that the proposed new regulations would sabotage this family of products by making it impossible to produce or too costly to sell. That would hurt manufacturers and consumers alike. There must be a better way.

This would be a step backwards for regulatory policy in the U.S. Please stop this rule change or at least work out a fair compromise. Thank you.

Sincerely,

Larry Givens