

0040129

Ritz Food Store
Jennifer Hall
Crestview, FL 32536-4252

May 12, 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

Dear Sir/Madam:

I'm writing hoping you will listen to a retailer perspective in regard to the TTB's proposed rule changes for the flavored malt beverage industry. Let's not pass rules that victimize the individuals who run retail stores that sell flavored malt beverages. They will be hit hardest by this proposed rules change, which is unnecessary in the first place. The customers of the products will be hit next as prices are sure to increase or their favored product disappears all together.

You need to know that the regulation changes you are considering in regard to flavored malt beverages would have a significant negative impact on my business by either eliminating this beverage category altogether or taxing it to the point where no one could afford it. That affects my bottom line, my ability to retain my customers and hire new employees. It would be bad business to put it simply. Please stop this rules change or at least work out a fair compromise.
Sincerely Yours,

Jennifer Hall