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West End Liquor

RE: TTB NOTICE NUMBER FOUR

May 8, 2003

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

To Whom It May Concern:

Once again, our government is planning on adding additional regulations that will ultimately hinder our economic recovery even further. By enacting rules changes that govern the content and cost of flavored malt beverages, you will literally be undermining the manufacturer of this product and the retailers whose sales aid in profits. By now our leaders should realize that America's excessive taxes and business regulations represent our biggest obstacle to economic recovery. The proposed rules changes concerning flavored malt beverages would only make that obstacle bigger. They should NOT be implemented!

Retailers depend on the draw of flavored malt beverages that bring consumers of these products into their stores. Once inside the doors, the majority of customers generally buy other products in addition to these beverages, thereby increasing our profit margin. Raising the cost of items like Mike s Hard Lemonade will price these products out of the reach of the average consumer. The result will be felt in the retailers' bottom line and the smaller mom and pop stores could even be forced to close up shop!

Your help is urgently needed to see that this proposed rule does not become national policy. Please do what is in the best interest of our economy and prevent any additional tax hikes on flavored malt beverages or any other consumer product for that matter.

Regards,

Alfred Eackales

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