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Bill Simmons  
Charlottesville, VA 22901-2704

RE: TTB NOTICE NUMBER FOUR

May 14, 2003

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

Dear Sir/Madam:

The regulation changes you are now 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 is simply unfair, unwise and unnecessary. I'm going to give the federal government the benefit of the doubt on this one. I'm sure TTB didn't intend to damage the flavored malt beverage industry when it proposed these rules. Now that you have heard the concerns of retailers, there must be a compromise possible that could meet everyone's needs and not eliminate these beverages. Wouldn't you agree?

The TTB appears poised to make a decision with ruinous implications for small retailers across the country. Please oppose this rules change before irreparable damage is done. Thank you.

Sincerely Yours,

Bill Simmons

7-Eleven Food Store

