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JIM DOYLE  
GOVERNOR  
STATE OF WISCONSIN

August 19, 2003

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

Attn: Notice 4

Dear Sir or Madam:

I am writing to express my support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau proposed rulemaking for flavored malt beverages (2001R- 136P). The proposed 0.5 percent standard ensures the stability of the retail licensing system and the overall marketplace by clarifying that any product sold, marketed or taxed as a malt beverage product must be made according to traditional brewing methods and processes. This consistent standard will allow wholesalers and retailers to continue to distribute, sell, and market flavored malt beverages as they do today. The flavored malt beverage products that look and taste the same will be available to wholesalers and retailers in all states with no interruption and no discernable taste differences for consumers.

Thank you for noting my support for the proposed rulemaking for flavored malt beverages. If I can ever be of assistance to you in any way, please feel free to contact my office.

Sincerely,

Jim Doyle  
Governor

JED:rw

CC: Paul Lucas

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