

Cee Dee's Country Store  
Dustin, OK 74839

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

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

Dear Alcohol and Tobacco Tax and Trade Bureau:

The timing of the Alcohol and Tobacco Tax and Trade Bureau's new rules for the flavored malt beverage industry couldn't come at a worse time. These rules impose restrictive and extremely costly measures on the flavored malt beverage industry while, in the process, also harming the retail stores such as mine. Because of these negative effects, I am writing to request you reject these new rules and draft rules that would be acceptable to everyone.

Business leaders and operators will tell you the best way to create a successful business policy is to work with all parties and come up with a solution that meets everyone's needs. Obviously, the TTB has not heard this before, because it is clear that these rules were drafted without the input of flavored malt beverage companies or the small retail stores. Had they been involved, the TTB would have learned the numerous devastating impacts these new policies will incur - such as altered flavored beverage taste, lower retail sales, and higher excise taxes.

Clearly the TTB did not take into account these issues when drafting these new rules. That is why it is so important that the TTB reject these new rules and work with retailers and the flavored malt beverage industry to reach a solution that does not negatively affect the rest of us. It's crucial that this plan be worked on before any new rules are imposed.

Thank you for your help in this matter.

Sincerely ,

Corrine McLaud