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K & D Liquor Inc.

Keith Roach  
Fulton, KY 42041-7754

May 17, 2003

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

pear Alcohol Tobacco Tax and Trade Bureau:

RE: TTB Notice No.4

It was recently brought to my attention that the Alcohol and Tobacco Tax and Trade Bureau has proposed new and highly restrictive rules on the flavored malt beverage sector .As a business owner who sells flavored malt beverage products, I am writing to protest these rule changes and ask you to reconsider implementing them.

As we all know, the economy continues to do poorly and this has had a negative effect on retail stores. These stores are looking for new and creative ways to bring in sales while also protecting their revenue stream. The rules outlined in Notice Number 4, however, would only discourage customers from purchasing flavored malt beverages, and other products, at our stores. This is damaging to both the flavored malt beverage industry as well as our own.

That is why it is so important that you reject these new, restrictive rules. Retail stores rely on flavored malt beverage sales, and we would be hard pressed if these rules were enacted. Please review the proposed rules and work toward rules that are not so restrictive and negative to flavored malt beverage sales. Thank you.

Regards,

Keith Roach