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Asad Zeman
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RE: TTB NOTICE NUMBER FOUR

May 17, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

The TTB's proposal outlined in Notice No. 4 must be stopped! This plan will do serious damage to small businesses.

The availability of flavored malt beverages attracts regular customers to our store and those customers buy other products while they are with us. If this beverage category is eliminated, we will lose a substantial number of these regular customers. Times are tough. We cannot afford to lose customers or profits!

Besides, there a real need for changes in the regulatory policy governing the production, marketing and distribution of flavored malt beverages. This policy has worked well for 30 years and changing it now would benefit no one. Adding new regulations would actually prove detrimental to the very excise taxes you are trying to hard to protect. Where is the logic?

Please oppose these rules changes before the TTB forces a decision with ruinous implications for small retailers across the country.
Sincerely,

Asad Zeman

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