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Corner Mart

Cheema Ahmad
Conyers, GA 30094-2542

May 16, 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:

RE: TTB Notice No.4

Maybe the TTB can explain to me what difference it makes where the alcohol content in flavored malt beverages is derived from? The consumer obviously doesn't care or these beverages would not be favored as much as they are. Malt flavored beverages has been sold on the US markets for many years. Successfully so, I might add. This might not be the way of the future though if the TTB gets what it wants. If the companies who produce these beverages are forced to change their production process then they will most likely raise the price in order to make ends meet. My customers want flavored beverages, but not at any price.

The proposed rules changes will have an extremely negative impact on everyone, from the consumer to the federal government. As a retailer, these changes will prove to be an economic disaster, which could literally destroy me. I cannot afford to lose the sales that these rules changes would cost me. Can our government truly afford to lose the taxes from these lost sales?

The government has obviously approved of flavored malt beverage products many years ago, so why are the Alcohol and Tobacco Tax and Trade Bureau threatening to end it now? I for one don't support it and I hope you won't either.

Regards,

