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Shelly Zurek

May 13, 2003

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

RE: TTB Notice No.4

Dear Sir/Madam:

The alcohol industry is regulated enough, so why is it that the TTB wants to place more regulations on these products? The rules change will damage the retail stores. Customers and sales will be lost because the TTB wants to make changes. The current regulations don't need to be altered. Flavored malt beverages promote high sales, without them businesses will suffer.

An excise tax revenue problem does not exist. However, if the regulations are passed, there will be a real problem to solve. Businesses will drown without the sales of flavored malt beverages. The people who enjoy these products come to the store and buy other products as well. If the flavored malt beverages don't exist, or are too expensive, my business will lose profits.

I ask that you support the consumers and the retailers by voting against the damaging regulations. I can't afford to lose sales just because the TTB wants to enact new regulations. Please voice out against the new rules. Your help is greatly needed. Thank you.

Warm Regards,

Shelly Zurek

The Liquor Company  
Las Cruces, NM .88005-4138