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Ashland Texaco
Bob Saady
Ashland, VA 23005-2232

May 14, 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:

It is with great concern that I write you today and express my thoughts about Notice Number Four posted by the Alcohol and Tobacco Tax and Trade Bureau. This notice, published without much intake from retailers or the flavored malt beverage industry, is detrimental to retailers like myself.

At a time when retail sales are off and the economy is suffering it is little relief to see regulations and rules being proposed that further complicate the situation. Rather than working with the flavored malt beverage industry on rules that will be suitable for all industries, the TTB has created rules that will harm the retail sales market and force the flavored malt beverage industry to use costly new measures to ensure customer satisfaction.

In the past thirty years the rules governing flavored malt beverages have never been changed. I don't see why these rules must change now.

Sincerely Yours,

Bob Saady