

0040232

Joe Rosales

May 17, 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:

Have the members of the TTB given one ounce of consideration to the damage the proposed rules changes for the flavored malt beverage market would do to retailers across the country? Not only would we lose a base of customers who come to our store primarily to purchase these drinks, but we would lose their purchases of other products as well.

This is fiscal irresponsibility on the part of the TTB and it should not be tolerated! Besides, these rules changes directly contradict earlier findings by the ATF/TTB that no excise tax revenue problem involved with the sale of flavored malt beverages even existed. Why then would you be so myopic as to enforce changes that might look good on paper, but would actually reduce sales and create the very excise tax revenue problems you wish to avoid?

It is time that this regulatory authority took off its blinders and started to use its peripheral vision. Look at the big picture before enacting rules changes to the flavored malt beverage market that would inevitably destroy our economy.

Warm Regards,

Joe Rosales

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