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Wee Mart
Helena, AL 35080-7738

May 16, 2003

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

RE: TTB Notice No.4

To Whom It May Concern:

Why is it always the hard working little retailer or mom and pop stores that get slammed by new regulations and taxes? One of the reasons America's economic recovery has stagnated is because of these very things. Continuing to apply unnecessary regulations to products like flavored malt beverages reduces customer spending, and that hurts business profits. We need more money to be infused into the economy, not hoarded or used up in taxes. That is why I am so opposed to the rules changes concerning flavored malt beverages, which would only create one more additional burden for small businesses across the country.

One of the main items that attract a loyal customer base into our stores is the availability of flavored malt beverages like Smirnoff Ice. When these customers come in to purchase their preferred beverage, they buy other products at the same time. Surely you must understand how the loss of flavored malt beverage sales will cause us to lose a great deal of revenue.

If the TTB's real reason for promoting rules changes in the flavored malt beverage industry is to protect excise tax revenue, then they are definitely barking up the wrong tree! If businesses lose sales (and they will if this proposal goes through), then the TTB cannot collect excise taxes. That is why this rules change needs to be rejected. It benefits no one.

Sincerely,

Lynette Ellis