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7-Eleven
Richard Tong
Norfolk, VA 23513-3569

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:

Please, seriously reconsider the proposed rules changes for flavored malt beverages. These changes, if imposed, will have negative effects for retailers in several areas. Initially, it will raise the cost of these products so high that the customers who come to us to purchase these beverages would not be able to afford them. In turn, when these customers stop coming into our stores, we lose the sale of the additional purchases they generally made while there. Basically you will be destroying our sales revenue. How do you expect retailers to survive?

Additionally, these proposed rules changes would be counter productive to the TTB's goal of protecting excise tax receipts. By lowering or eliminating sales of flavored malt drinks there is no possible way that excise taxes could even be collected. After all you cannot squeeze blood from a turnip and the retail turnip will be all dried up anyway.

That is why I believe it is in the best interest of all parties concerned that this rules change is rejected. Your support in this endeavor will be appreciated.

Sincerely Yours,

Richard Tong