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September 4, 2003

Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 50221  
Washington, D.C. 20091-0221

Dear Sir or Madam:

I am writing to express my support for the U.S. Treasury's Alcohol and Tobacco Tax Trade Bureau (TTB) proposed rulemaking for flavored malt beverages (2001R-136P).

In stating that any product sold, marketed and taxed as a malt beverage product must be made according to traditional brewing methods and processes, the proposed 0.5 percent standard, of the TTB, ensures the harmonization of the retail licensing system and consistent product standards and quality in the overall marketplace.

The consistent standard will avoid the development of a costly and inefficient state-by-state regulation of flavored malt beverage formulas. With this ruling, wholesalers and retailers will continue to distribute, sell and market flavored malt beverages as they do today with no interruption and no discernable taste differences for consumers. The flavored malt beverage products that look and taste the same will be available to wholesalers, retailers and ultimately to consumers in all states.

Thank you for the opportunity for me to offer my support for the current TTB proposed rulemaking for flavored malt beverages.

Sincerely,

PETER D. KINDER  
President Pro Tem