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September 17, 2003

Chief, Regulations & Procedures Division
Attention: Notice Number 4
Alcohol & Tobacco Tax & Trade Bureau
P.O. Box 50221
Washington, DC 20091

Dear Sir,

We do not support the proposed rulemaking for FMB's. We believe the consequence of these rules will be to increase costs of these products and reduce drinkability. In turn, this action will result in lower sales margins and tax revenues for these products, which have become an important choice of our consumers.

We are supportive, however, of the 51 % - 49% standard proposed by the Flavored Malt Beverage Coalition and under the circumstances believe this is a fair approach to the issue.

Thank you for your consideration of our position.

Very Truly Yours,

John W. Heyman II
President