

<< 0041241 >>

BUDWEISER
KING OF BEERS

September 4, 2003

Chief, Regulations and Procedures Division
Tax and Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Re: TTB Notice No.4

Dear Sir:

We wish to express our support for the 0.5% standard for flavored malt beverages (FMBs), also referred to as the "90/10" rule. Adoption of this standard for FMBs would be a fair and healthy choice for all distribution tiers, regulators, the consumer, and for the beer category in general.

The 0.5% standard would:

- clearly place FMBs in the beer category throughout the country, to be formulated, sold, regulated, and taxed, specifically as a beer. provide a consistent taste profile and aroma for retailers and consumers to come to expect from the FMB category as time goes on.
- preserve clear distinction between beer and distilled spirits, eliminating the chance of regulatory, retailer and consumer confusion about the category in which current and future products belong.

Thank you for considering these comments when finalizing the new proposed rule. Feel free to call the undersigned at 706 884-7325.

Respectfully,
LA GRANGE GROCERY COMPANY

and D/B/A ROYAL BEVERAGE COMPANY

James H. Zachry
President