

<< 0041246 >>

LARRY'S DISTRIBUTING COMPANY. INC.

3815 Playbird Road. Sheboygan, WI 53083 • tel: (920) 452-2811 .fax: (920)565-4118. www.abwslr.com/larrys

Tuesday, September 2, 2003

Attn: TTB Notice No. 4
Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
PO Box 50221
Washington D.C., 2009 1-0221

Dear Sir or Madam,

I am a beer wholesaler in the State of Wisconsin. I am writing to communicate my support for the proposed rule issued in March 2003 by the TTB that outlines the alcohol content requirements of flavored malt beverages (FMB's) to be classified as beer. This rule proposes that FMB's alcohol content from "distilled" alcohol cannot exceed 0.5%.

The proposed rule is simple, straightforward and makes sense. It constitutes what beer is and what beer is not. A significant attempt is underway by foreign liquor interests to cloud the definition of beer to further their main goal: equalization of taxes, market access, advertising, distribution, and public acceptance. If traditional distinctions disappear, it will only be a matter of time before other producers of alcohol beverages attempt to categorize themselves as beer products.

Once again, my company, Larry's Distributing, encourages the TTB to give final approval to the proposed 0.5% standard on FMB's.

Sincerely,

Todd Gutschow
VP, Operations
Larry's Distributing Co., Inc.