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WISCONSIN DISTRIBUTORS

September 3, 2003

Chief
Regulations and Procedures Division
Tax and Trade Bureau
PO Box 50221
Washington, D.C. 20091-0221

Dear Chief,

The purpose of this letter is to provide my comments on the issue of standards for Flavored Malt Beverages. (FIB Notice No. 4).

I agree with the TIB proposal for a .5% standard. This rule is also known as the 90/1 0 rule.

This rule would be good for the FMB category, retailers and consumers. It is a consistent approach on how FMBs should be advertised, distributed, taxed and licensed.

It is that simple.

Thank you for your time. If I can be of any further assistance, Please call.

Pierre McCormick
President
900 Progress Way - Sun Prairie, Wisconsin 53590 (608) 834-2337