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OSHKOSH/CITY 688 N. MAIN STREET  
WINNEBAGO/COUNTY OSHKOSH. WI. 54901  
TAVERN LEAGUE

September 2, 2003

Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
PO Box 50221  
Washington, 0020091-0221

Attn Notice 4

Dear Sir or Madam:

As the President of the Oshkosh City I Winnebago County Tavern League, a group of 150 business men and women, I am writing to express my support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau proposed rulemaking for flavored malt beverages. (2001 R-1 36P)

I believe the TUB'S adion is an important clarification of federal alcohol beverage categories established to maintain an orderly US marketplace. Further, I believe the debate surrounding the proposed standard poses important issues for the stability of the retail licensing system and the overall marketplace.

With my support for the proposed 0.5% standard, I am joining The Beer Institute, the National Beer Wholesalers Association, and the major small brewers associations, among many others, because this standard is the most efficient means to address recent concerns by both federal and state officials. If adopted, the stanchrd will maintain an orderly marketplace, meet consumer expectations for consistent products, and help sustain the long-term development of the product category. In addition, these reformulated products will be consistent with state tax, license, and distribution laws allowing wholesalers and retailers to continue to distilbute, sell and market flavored malt beverages as they do today!

However, absent a national standard rooted in existing law and regulation, manufacturers, retailers, and wholesalers will face a potential for a patch-Mxk of individual state laws and regulations where the same product may ultimately be sold as a beer in one state and as a distilled splrits" in another.

Finally, while there are some who have concerns regarding the ability of manufacturers to produce FMB products in accordance with the new proposal, as you may know, brewers have already demonstrated the expertise and technical ability to brew the products under the new federal standard. The FMB products that look and taste the same will be available to wholesalers and retailers in all states with no interruption and no discemable taste difference for consumers.

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

Sincerely,

Pat Purtell  
President Oshkosh city/Winnebago County Tavern League