

0040154

Poppie's General Store

Steven Myers
Saxapahaw, NC 27340-0161

May 10, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20091-0221

RE: TTB Notice No.4

Dear Alcohol Tobacco Tax and Trade Bureau:

Why is our own government trying to tax retailers right out of business? That is exactly what you will be doing if you go along with the TTB's Notice 4 because it will ultimately destroy what little profit cushion we currently have. The rules changes under consideration would basically eliminate the flavored malt beverage product line via forced changes in content or patently unaffordable taxes. This would have a severe negative impact on businesses, like mine, and the people whose jobs depend on them.

The controversy over the proposed changes outlined in TTB Notice No.4 can be settled through productive compromise among all the parties involved. Hopefully everyone involved in this controversy will be able to set those differences aside and come up with a solution that does not involve increasing prices on flavored malt beverages. Only such a compromise will save this particular market from destruction and help to keep retailers doors open!

I am certain that if you carefully review this situation you will agree that this proposed rules change is a regulatory disaster in the making! That is why I am urging you to do everything in your power to help avert disaster by opposing this punitive rules change. Your assistance and support in this matter will be greatly appreciated.

Regards,

Steven Myers