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7-Eleven Food Store

Paula Bushey  
Virginia Beach, V A 23452-6347

May 17, 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 Sir/Madam:

Customers are what allow stores to survive. Most small retail stores have a loyal group of customers who come through their doors to purchase flavored malt drinks. Please be aware that if the new regulations pass, flavored malt beverages would no longer be a product on our shelves. This would surely drive away the customers who come to us for these drinks. We can't afford to lose their business. No one wants this to happen. Let's bring the faculties of both the TTB and the flavored malt beverage industry together. Allow them to create a compromise that will satisfy the concerns of the TTB and still enable the product market to flourish. The new regulations would be regressive for U.S. policies. There would be no real benefits. Please oppose the new regulations and advise the involved parties to work out a compromise.

Sincerely Yours,

Paula Bushey