

Chapman's Shopette

RE: TTB NOTICE NUMBER FOUR

May 9, 2003

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

To Whom It May Concern:

As a retailer, I am extremely concerned over what I feel is unnecessary additional regulation of flavored malt beverages. As I see it, the damage this rule change would do to our business goes well beyond the loss in sales of items such as Smirnoff Ice and Zima. It would also force us to lose a base of customers who come to us primarily for these beverages but, while in our stores, buy other products as well. Do you have any real understanding as to what this will do to my overall profit margin?

As a member of the small retail community, I can assure you that if these new regulations are put into place, the over all effects will prove devastating to my business, and retail businesses everywhere. That, in turn, will prove detrimental to the general economy.

If sales drop off because of increased prices of flavored malt beverages, I will not be able to effectively compete in the business world. Life is tough enough for everyone in this current economic climate without the burden of these new rules. Please do not invoke these additional regulations! The people who sell flavored malt beverages as well as the consumers, simply cannot afford to pay any more money out of their pocket!

Regards,

Bipin Patel

Bipin Patel

