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Milt Sullivan  
Tempe, AZ 85281-5603

May 13, 2003

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

Dear Sir/Madam:

RE: TTB Notice Number Four

I don't even want to think about the impact the proposed rule changes for flavored malt beverages will have on my business. Unfortunately, because the impact would be significant and destructive, I must think about it.

I want you to think about it, too. You are fully aware that the tax increase, by itself, will be enough to cause a significant drop in sales of flavored malt beverages. I am sure you are also aware that such sales are a big part of my overall revenue, and losing that revenue will seriously harm my business. Finally, I'm sure I stand to lose the revenue stream completely because of reformulation and reclassification of flavored malt beverages.

I can't let this proposal go unchallenged. You are my voice in this matter, and I strongly urge to represent not only interests, but the interests of retailers and consumers everywhere, by standing in opposition to this proposal.

Regards,

Milt Sullivan