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G S Gas  
Sam Odeh  
Greenwell Springs, LA 70739-4006

May 9, 2003

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

RE: TTB Notice No.4

Dear Sir/Madarn:

The rules proposed under Notice Number 4 will not only harm retail sales of flavored malt beverages, but also could have the effect of driving this entire line of beverages out of business. This is not only a bad regulatory policy but also a bad economic policy in our current times.

Thousands of businesses rely on sales of flavored malt beverages for revenue, both from the product itself and from other secondary sales. Notice Number 4 would threaten these sales and put further pressure on small businesses that are already pushed to the brink. I hate to think of the jobs that will be lost because of lost revenue. These claims are not doom and gloom - they are the product of a real economic downturn we are all facing at this time.

For over 30 years the TTB has had a regulatory policy on flavored malt beverages. Why do we need this change? What is the overwhelming need? I certainly can't figure it out and from the proposed rule changes it's still not clear. The only effect these rule changes will have is the effect on retail sales. Please, for the sake of our businesses, reject this new rule. If you must change the policy that has worked for over 30 years, than please contact the flavored malt beverage industry and work for a compromise solution. Without one, many businesses will be feeling even more economic pain this year.

Sincerely Yours,

Sam Odeh