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Sun Texaco
Byhalia, MS 38611-9106

May 12, 2003

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

RE: TTB Notice No.4

To Whom It May Concern:

Flavored malt beverages are a significant part of my business. If these new regulations our passed, then my business would be considerably hurt. By pricing these products out of the reach of average customers, my sales would plummet. So, too, would my profits.

The flavored malt beverage market has had regulations governing them for over thirty years. These regulations have successfully served both the government and the industry reasonably. There is no reason that these rules need to change now.

The solution to our economic needs should not be to slap down a small yet successful industry. Please do everything you possibly can to stop these rule changes and work out a reasonable compromise that will benefit both sides.

Sincerely

Gerald Turner