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Western Washington Beverage
a division of Alaska Distributors Co.

October 16, 2003

William Foster
Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
PO Box 50221
Washington DC, 20091-02214

Subject: Notice No. 4 Flavored Malt Beverages
Dear Chief Foster:

As a wholesaler, I find absolutely no reason to change either the labeling or current composition of malt beverages. The flavored ready to drink category has provided thousands of new jobs and a great deal of economic opportunity for both the wholesale and retail sectors of our industry; Consumers very much enjoy these low alcohol products and appear to consume them responsibly. I am aware that most major brewers and many members of my industry favor changing the rules governing these products but it is my belief that any changes will only be disruptive and damaging to our industry and confusing to the consumers.

Sincerely

Robert S. Stevens
Sr.Vice President, Sales & Marketing