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OFFICE OF THE COUNTY EXECUTIVE 0003253

Milwaukee County
SCOTT WALKER • COUNTY EXECUTIVE

October 6, 2003

Chief Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington D.C. 2009 1-0221

Dear Sir or Madam:

On behalf of the citizens of Milwaukee County, I am writing to express my support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau's proposed rulemaking for flavored malt beverages (2001R-136P). This proposal is important because it determines how flavored malt beverages will be sold, marketed, and taxed. The proposal is especially important to Milwaukee County because of the impact it would have on one of the largest businesses in Milwaukee County, Miller Brewing Company.

In clarifying that any product sold, marketed, and taxed as a malt beverage product must be made according to traditional brewing methods and processes, the proposed 0.5% standard ensures the stability of the retail licensing system and the overall marketplace. This consistent standard will allow wholesalers and retailers like Miller Brewing Company to continue to distribute, sell, and market flavored malt beverages as they do today. In addition, this proposal will help to ensure the continuance of traditional brewing methods that have a longstanding history rooted in Milwaukee County.

Thank you for the opportunity to offer the support of the citizens of Milwaukee County for the current Alcohol and Tobacco Tax and Trade proposed rulemaking for flavored malt beverages.

Sincerely,

Scott Walker
Milwaukee County Executive
ROOM 306, COURTHOUSE 901 NORTH 9TH STREET . MILWAUKEE, WISCONSIN 53233
PHONE: 414-278-4244 . FAX: 414-223-1375