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Northeast Regional Mgr.
mike's hard lemonade
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MAKE IT MIKE'S

October 6, 2003

Mr. William Foster
Chief
Regulations and Procedures Division
ATTN: Notice No. 4
Alcohol and Tobacco Tax and Trade Bureau
Post Office Box 50221
Washington, D.C. 20091-0221

RE: TTB Notice No. 4
Dear Mr. Foster:

I have worked for Mark Anthony Brands, producers of Mike's Hard Lemonade® for the past 3 years. I am a husband, father of two and a new homeowner. My job with mike's is the only source of income my family has. Because my job depends on the future viability of FMBs, I strongly oppose TTB's proposal to limit the alcohol contribution from flavoring materials in these beverage products to 0.5% alcohol by volume. In order to establish a more rational standard, I urge TTB to adopt a majority standard that would allow less than 50% of the alcohol content in FMBs to come from flavoring materials.

The TTB has allowed brewers to produce and sell FMBs that derive a majority of their alcohol from flavoring materials for years. Notice No. 4 now claims that a 0.5% standard is necessary to prevent consumer confusion. I have worked in the beer industry for over 10 years and have had the opportunity to work with over 40 beer wholesalers, a wide variety of retailers, and consumers. Based on what I have learned from all of them, there is no consumer confusion with mike's hard lemonade®. Nor are they concerned with the source of alcohol in mike's hard lemonade®. People choose mike's® because it tastes great and as is affordable to the everyday consumer. I fear that if the proposed 0.5% standard is approved, we may lose loyal consumers due to difference in taste profile and higher price points to the consumer.

Please reject the proposed 0.5% standard for FMBs and to work with the FMB industry to achieve a more reasonable and workable set of rules that can preserve and promote this valuable product category.

Sincerely,

Jim Lowe