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WESTERN BEVERAGE, INC.
301 East Wyatt Earp • P.O. Box 124 Dodge City KS 67801 • 620-227-7641

August, 7, 2003

Attn: TTB Notice No. 4
Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Dear Sir or Madam:

As General Manager of Western Beverage, Inc, I encourage you to give final approval to the proposed 0.5% standard on flavored malt beverages. Specifically, the Tax and Trade Bureau proposed that for an FMB to be classified as beer, its alcohol content from distilled alcohol cannot exceed 0.5%.

Consistent regulatory policy is important because, while states enjoy regulatory power over alcohol, most follow federal regulatory guidelines. This proposed rule would help maintain an orderly marketplace and avoid costly and confusing disruption in state licensing, taxation and distribution policies, any of which would deal a severe blow to beer wholesalers like my company.

Also, equating beer and beverages that derive a majority of their alcohol content from distilled spirits could weaken the important distinctions between beer and products with higher alcohol content. These distinctions impact state and federal policies regarding the regulation and taxation of beer and other alcohol beverages.

I am hopeful that the TTB will give final approval to the proposed 0.5% standard on flavored malt beverages.

Sincerely,

Western Beverage, Inc.

Douglas W. Ring
General Manager

Budweiser. BudLight. Michelob Michelob Light o Busch . Busch Light. O'Doul's/Amber