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August 12, 2003

Chief, Regulations/Procedures Division
Tax and Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Dear Sir:

I am a Kansas beer wholesaler and have been in the beer business for over 40 years. I am very concerned about the recent trend by certain members of the alcohol industry to market their products in ways that confuse the difference between the wine, distilled and brewed segments of the industry.

We are supportive of TTB proposed rule 2001R-136P in that it is a move to clarify to the public that they are purchasing what they think they are purchasing.

It also seems to me that there needs to be some attention paid to the issue of brand names being used from one of the 3 segments to market products that are actually from another segment. I believe there is considerable confusion by and deception of the public by this recent innovation.

Thank you.

Sincerely,

Paul F. DeBauge