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SUPERIOR  
beverage group LTD  
A Member of The Beverage Group

Joseph R. McHenry  
Executive Vice President

September 18, 2003

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

Dear Sir or Madam,

The Superior Beverage Group supports the proposed rule issued in March 2003 by the Tax and Trade Bureau that outlines alcohol content requirements for flavored malt beverages to be classified as beer. The TTB proposes that for a FMB to be classified as beer its alcohol content from distilled alcohol cannot exceed 0.5%.

Adoption of the TTB "0.5% by volume standard" would ensure the integrity of beer and the brewing process.

Equating beer and beverages that derive a majority of their alcohol content from distilled spirits will weaken the important distinctions between beer and products with higher alcohol content.

Should these distinctions disappear, it is only a matter of time before other producers of alcohol beverages attempt to categorize themselves as beer products.

Beer is not distilled spirits. Beer is not fortified wine. Beer does not go through the distillation process. Beer goes through the brewing process.

Once again, The Superior Beverage Group encourages the TTB to give final approval to the proposed 0.5% standard on FMB's.

Sincerely,

Joseph R. McHenry

bc: NBWA

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