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October 1, 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 work at Mark Anthony Brands, the producer of Mike's hard lemonade. This company is one of the leading producers of flavored malt beverages. Because my job depends on the future viability of flavored malt beverages, 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 flavored malt beverages to come from flavoring materials.

Now that flavored malt beverages are enjoying a strong growth in sales, it appears that a new standard would eliminate the healthy market competition that now exists. Which means my job would be in jeopardy. I have been with Mark Anthony Brands for three 1/2 years and put a lot of hard work into Mike's hard lemonade. It would be a shame for this ruling to go through and throw all the hard work and possible the company away. I have a wife and three sons that depend on this company. If this issue is adopted I am afraid I would lose my job. I do not want to look for a new job because I have a great job with a great company.

I strongly urge TTB to adopt a rule that Mark Anthony Brands can meet. A majority standard would prevent consumer confusion if any exists.

For the sake of consumers and hard-working Americans like myself, I encourage TTB to reject the proposed 0.5% standard for flavored malt beverages.

Sincerely

David P. Cronin