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Pee Wees Discount Mart
Joseph Kahenian
North Hollywood, CA 91607-2711

June 6, 2003
Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

RE: TTB Notice No. 4
Dear Sir/Madam:

I recently learned that the Alcohol Tobacco Tax and Trade Bureau have written new rules regulating flavored malt beverages. I want to state for the record that I am firmly against the proposal outlined in TTB Notice #4. As a small retailer, this issue is of prime importance to me. Stores can't survive without customers and eliminating flavored malt beverages, as the TTB has proposed, would drive away the customers who come to us primarily for these beverages but buy other products as well. I can't afford to lose these customers; they are my bread and butter! Punishing small businesses and consumers with harsh taxes and hefty regulations on popular products is NOT the way to encourage economic growth. The current proposal is unreasonable, but the people involved don't have to be. Surely we can work out a reasonable compromise that would not destroy the flavored malt beverage industry. Please do everything possible to resist this rules change and work out a reasonable compromise.

Sincerely Yours,

Joseph Kahenian

