

0040396

Diamond Shamrock Co

Gloria Serratos
EI Paso, TX 79912-7221

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

Dear Alcohol Tobacco Tax and Trade Bureau:

RE: TTB Notice No. 4

My store revenues are greatly increased by the sale of flavored malt drinks, like Zima. When customers come into buy these drinks they also buy other products, like chips and candy. So you can see, any impediment to the sale of these drinks will be very devastating to my business. I simply cannot survive without the flavored malt drink customers. The TTB was wrong in proposing regulations that could destroy this drink industry.

The TTB and the flavored malt drink industry must come together to reach a more reasonable compromise. Too many people will be hurt by the proposal currently on the table. There have to be better options.

Putting the flavored malt drink industry out of business won't encourage economic growth. Please do everything possible to resist these proposed regulations and work out a reasonable compromise. Thank you for your time and attention to this important matter.

Regards,

Gloria Serratos