

0040400

Michael's Beer & Wine

Tony Kim
Marietta, GA 30064-3001

June 6, 2003

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

Retail businesses like mine garner a great deal of their revenue from the sale of flavored malt beverages. That is why we are up in arms over the TTB's proposal to effect rules changes in this industry. Should you continue down this financially irresponsible path, you will be creating a loss of revenue from the sales of these beverages that will be felt through our entire revenue stream. By pricing flavored malt beverages so high, customers will refuse to buy them. This will indirectly affect our sales of other products, which consumers of FMBs often buy while in the store. The customers who come to us for these beverages make other purchases as well.

Is it really the goal of the TTB to victimize the very people who own or work in the stores where flavored malt beverages are sold? I am certain your intent is not to diminish sales, as that would negatively impact the excise taxes you so badly want to protect! However these are the very things that will happen if you go ahead with the changes outlined in TTB Notice No. 4. Those changes would have the effect of shutting down this product line by regulatory fiat; businesses would lose revenue and the government would lose taxes.

Do not condone policy changes that would have such bad financial repercussions for everyone. Please support the people who buy and sell flavored malt beverages and prevent what would be a disastrous change in policy for this industry.

Regards,

