

0040405

Stop N Go  
San Antonio, TX. 78221-1426

May 16, 2003

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

To Whom It May Concern:

RE: TTB Notice Number Four

Any retailer will tell you that killing a popular product category like flavored malt beverages will depress sales in general as the base of good customers attracted to stores for these products inevitably falls off. Our business can't afford this. We count on sales for products like Bacardi Silver and Mike's Hard Lemonade to boost our profits. TTB Notice No. 4 would guarantee we wouldn't see any profits from flavored malt beverages.

It is my hope that the fundamental misunderstanding between TTB and the flavored malt beverage industry hasn't gone so far that it cannot be corrected if both sides are willing to compromise. Hopefully all they need is someone to urge them forward in more productive talks on the issue. I understand the TTB appears poised to make a decision rather quickly. I urge you to please oppose this rules change before irreparable damage is done.

I would appreciate your thoughts on this issue.

