

0040423

We Got It
New Orleans, LA 70117-8342

RE: TTB NOTICE NUMBER FOUR

June 6, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau P.O. Box 50221
Washington, D.C. 20091-0221

Dear Alcohol and Tobacco Tax and Trade Bureau:

Here in Louisiana, small retail stores rely heavily upon the sale of flavored malt beverages. In fact, they are one of our main sources of revenue because when consumers of these products come into our store to purchase their favorite beverages, they almost always buy other things as well. However, the rules changes proposed by the TTB would virtually destroy this product category through forced changes in the content of flavored malt beverages or simply by making it unaffordable via excess taxes. This would have a severe negative impact on retail businesses not only here in Louisiana but across the whole nation.

It is apparent that the TTB's vision of secure excise tax revenue via these rules changes is extremely short sighted. If these rules changes become a reality, sales of flavored malt beverages will drop off significantly. This in turn will have a negative impact on over all sales for the retailer. If a product does not sell, how can the TTB expect to continue to collect excise taxes on it?

Before you do something that will hurt everyone, including the government, I ask that you reconsider these rules changes for flavored malt beverages. Then I ask that you reject them.

Sincerely,

Clavin Stewart