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Allsup's Convenience  
Store  
Cecilia Gibson  
Los Lunas, NM 87031-8473

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:  
Here in New Mexico, flavored malt beverages like Smirnoff Ice and Mike's Hard Lemonade are becoming increasingly popular and a large portion of my business. I am convinced, therefore, that the proposed new regulations for flavored malt beverages hurt my business significantly by eliminating this product line outright or pricing it out of existence. Please oppose this kind of regulation.  
Isn't there some kind of compromise possible which would allow the flavored malt beverage industry to survive while addressing the concerns of the TTB? I'm sure the industry would be happy to work with you in finding such a compromise. I hope both parties can work together to find a solution that is much more fair than the one currently proposed.

At this point, I urge you to please stop this rules change or at least work out a fair compromise. The welfare of retail businesses across the nation are depending upon you. Thank you.  
Sincerely Yours,

Cecilia Gibson

P.S. These are my personal views not necessarily the views of the Allsup's stores.