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Monterey Liquors

May 16, 2003
Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

RE: TTB Notice No. 4

Dear Alcohol Tobacco Tax and Trade Bureau:

Let's not be in a hurry to change regulations that have served the flavored malt beverage market well for 30 years and continue to do so. We do not need further regulations, especially the proposed TTB rules. I urge you to re-think the need for the rule changes, especially in light of the fact that the current regulations have worked so well.

I am convinced these changes would have a negative multiplier effect on retailers. By eliminating the customers who come to us primarily for flavored malt beverages, you would also eliminate the purchases of other products these customers make from us. It's the whole trickle down theory. I can bet that the government will find a way not to be harmed by this...they'll just pass on the hurt to the retailers and consumers. How nice of them!

I hope you agree this proposed rules change is a regulatory disaster in the making. Please encourage support for a compromise that would not destroy the flavored malt beverage market. Thank you.

Sincerely,

Terry Wertman

Terry Wertman

