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From: Jason Linde [jason.linde@diageo.com]
Sent: Friday, September 12, 2003 4:22 PM
To: Rulemaking, TTB
Subject: TTB Notice No. 4

September 12, 2003

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

Dear Chief, Regulations and Procedures Division:

I oppose the proposed regulation in TTB Notice No. 4 requiring a change in the way flavored malt beverages (FMBs) are made. As a Diageo employee, I am proud of our products and want to be able to compete with other products based on quality.

Complying with the new TTB standards will cost millions of dollars to purchase new equipment, reformulate products, and develop new processes.

Imposing new and unnecessary regulations to FMBs will handicap their ability to compete in the marketplace.

Sincerely,

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