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Allen, Ellen L.
From: Brad Essig [brad.essig@diageo.com]
Sent: Monday, October 20, 2003 5:52 PM
To: nprm@ttb.gov
Subject: Add Subject Here

October 20, 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 draconian 90/10 regulation in TTB Notice No. 4 and ask that the TTB enact the 51% compromise. 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.

We want regulations that promote fair competition and provide a level playing field.

These proposed regulations mark a dramatic change in how we have produced, marketed, and sold our products for 30 years.

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

In fact, FMBs could be regulated out of the marketplace, depriving consumers of a drink they enjoy and costing millions in tax revenue.

If no market exists for FMBs, thousands of workers involved in the production and distribution of FMBs could lose their jobs, further expanding the number of unemployed Americans.

Sincerely,

Brad Essig

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