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BUDWEISER

October 16, 2003

Attn: TTB Notice NO. 4  
Chief Regulations, Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 50221  
Washington, D.C. 2009 1-0221

Dear Sir or Madam:

I support the proposed rule issued in March 2003 by the Tax and Trade Bureau (TTB) that outlines the alcohol content requirements in order for flavored malt beverages (FMB) to be classified as beer. Specifically, the TTB proposes that for an FMB to be classified as beer, its alcohol content from distilled alcohol cannot exceed 0.5%.

My own experience of 50 years in the brewing industry convinces me that beer should remain the unique product that it is... totally separate from other alcohol beverages. Beer is not distilled spirits. Beer is not fortified wine. Beer is not a product that has been made through the distillation process. Beer is made through the brewinz process. The 0.5% standard will ensure that the integrity of beer remains.

Confusing the distinction between beer and higher alcoholic content distilled spirits begins a dangerous direction. This proposed TTB rule provides a clear regulatory direction and equally clear taxation distinctions.

If traditional distinctions disappear, it will only be a matter of time before other producers of alcohol beverages attempt to categorize themselves as beer products.

Once again, I encourage the TTB to give final approval to the proposed 0.5% standard on FMBs.

Michael J. LaMonica Sr.  
Chairman

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