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PMAW

WACS

August 5, 2003

Chief Regulations and Procedures Division Alcohol and Tobacco Tax and Trade Bureau Washington, DC 20091-0221

Attention: Notice 4

To Whom It May Concern

On behalf of the Petroleum Marketers Association of Wisconsin/Wisconsin Association of Convenience Stores (PMA W /WACS), I am writing in support of the proposed rulemaking for flavored malt beverages.

The proposed 0.5% standard clarifies federal alcohol beverage categories, ensures product consistency and helps to maintain an orderly marketplace. Absent a national standard, retailers will likely face individual state laws where the same product will be sold as a "beer" in one state and as "distilled spirits" in another creating confusion for consumers and disruptions in the marketplace.

PMA W/W ACS is pleased to join brewers, wholesalers and other retailers in support of proposed 0.5% standard. Thank you for your time and consideration.

Sincerely,

Mathew Hauser Director of Government Affairs

PMA WIW ACS represents over 500 independent businesses engaged in petroleum marketing, convenience stores, truck stops and related businesses. PMAWIWACS members employ over 12.000 people, operate 2.500 stations and stores, account for more than one-half of the motor fuel and nearly all the home heating oil sold in Wisconsin

PETROLEUM MARKETERS ASSOCIATION OF WISCONSIN

WISCONSIN ASSOCIATION ONSIN OF CONVENIENCE STORES Representing Independent Business MADISON, WISCONSIN