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NEW JERSEY GENERAL ASSEMBLY
HERB CONAWAY, MD COMMITTEES
ASSEMBLYMAN/DEPUTY SPEAKER VICE CHAIR, HEALTH & HUMAN SERVICES
7TH LEGISLATIVE DISTRICT APPROPRIATIONS
PARTS OF BURLINGTON AND CAMDEN COUNTIES
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October 6, 2003

Chief, Regulations & Procedures Division
Attention: Notice No. 4
Alcohol & Tobacco Tax & Trade Bureau
P.O. Box 50221
Washington, D.C. 20091

Dear Chief:

I take this opportunity to write in support of the 51/49 standard for flavored malt beverages (FMB), which from my understanding is supported by law.

Utilization of this standard serves to maintain and promote a fair marketplace. It would seem unfair to alter the standard after extensive time and research has been expended in developing a product line of malt beverages that rely on the standard that has been in existence for decades.

The apparent success of flavored malt beverage can be directly correlated to consumer satisfaction. These beverages connect with a segment of the population desiring bottled malt beverages with similar alcohol content as beer, but with the non traditional taste of beer. To require changes in the production FMBs may discontinue the availability of these popular products.

Thank you for your consideration of this matter.

Sincerely,

Herb Conaway, MD
Assemblyman, 7th District

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