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KING DF BEERS
October 20,2003

Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20091-022 1

Dear Sir or Madam:

I am writing this letter with the intent to give my support to the "0.5% by-volume standard" on flavored malt beverages issued in March 2003 by the TTB. It outlines the alcohol content requirements for flavored malt beverages (FMB) to be classified as beer.

I agree this is a vital step to define what constitutes an FMB. The TTB proposed rule is consistent with the long standing interpretation of what constitutes beer and other malt beverages. This adoption of the TTB, "0.5 by volume standard", will clarify and ensure the integrity of beer and will contribute to the long-tenn viability of the category.

The proposed rule would help maintain an orderly marketplace and clearly reinforce the federal regulatory guidelines in place in most states through out the country. The industry has followed this consistent policy and should not be confused or manipulated into new definitions.

Beer is not distilled spirits. Beer is not fortified wine. Beer is not a product made through the distilling process. The uniqueness of beer is made through the brewing process. The proposed TTB rule of "0.5 standard", will ensure the integrity of beer. Therefore, I encourage the TTB to give final approval to the proposed 0.5% standard for FMBs.

Sincerely,

Trey Rives
Sales Manager

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