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ENHANCE

america September 17,2003

Chief

1 west ave Regulations and Procedures Division

Alcohol and Tobacco Tax and Trade Bureau

suite 219 Washington, D.C. 20091-0221

Iarchmont, ny

10538 RE: TTB Notice No.4

t888 318 8555

Dear Sir/Madam:

f 914 833 3543

The regulations under consideration in TTB Notice No.4 have the real potential to kill the market for flavored malt beverages and hurt my business.

Let's not be in a hurry to change regulations that have greatly served retailers, consumers, and the flavored malt beverage market for 30 years. We do not need further regulations, especially the proposed TTB rules.

Thousands of businesses rely on sales of flavored malt beverages for revenue, both from the product itself and from other secondary sales. Notice Number 4 would threaten these sales and put further pressure on small businesses that are already pushed to the brink. I hate to think of the jobs that will be lost because of lost revenue.

This entire proposal is uncalled for and unfair to small retailers vendors and consumers who will bear the brunt of these needless changes. I cannot urge you too strongly to oppose this rules change.

Sincerely,

Enhance America, Inc

Eric Lorberfeld

Chief Executive Officer

EL:mp

A Member of the Enhance Group