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W.O.W.DISTRIBUTING
CO., INC.

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August 7,2003

Attn: TTB Notice No.4
Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P O Box 50221
Washington, D.C. 20091-0221

Dear Sir or Madam:

This letter is to express to you that W.O.W. Distributing Co., Inc. supports 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 'JTb proposes that for an FMB to be classified as beer, its alcohol content from distilled alcohol cannot exceed 0.5%.

Beer has a history of being regulated and taxed differently than other alcohol beverages. The TTB proposed rule is consistent with the historical interpretation of what constitutes beer and other malt beverages. This 'ITB's proposal is also consistent with the way most state legislatures, state alcohol beverage regulators and the Internal Revenue Service (IRS) define malt beverage for taxation and distribution purposes.

This proposed rule would help maintain an orderly marketplace and avoid costly and confusing disruptions in state licensing, taxation and distribution policies, any of which would deal a severe blow to beer wholesalers.

The following needs to be understood. Beer is not distilled spirits or a fortified wine. Beer is not a product that made through the distillation process. Beer is produced through the brewing process. This is an important distinction between beer and products with higher alcohol content. The adoption of the 0.5% standard will ensure that the integrity of beer remains. It defines the distinction between beer and spirits. These

distinctions impact state and federal policies regarding the regulation and taxation of beer and other alcohol beverages. If these traditional distinctions disappear, it will only be a matter of time before other producers of alcohol beverages attempt to categorize themselves as beer products.

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W.O.W. Distributing Co. Inc. strongly encourages the TTB to give final approval to the proposed 0.5% standard on FMBs.

Thank you for your time taken to read this letter and keeping in mind the importance of this ruling.

Sincerely,

Aldo Madrigrano
President