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09/24/03 WED •08:12 FAX 262 523 7532 BEER CAPITOL 001

BEER CAPITOL DISTRIBUTING CO.  
W238 N1777 Rockwood Drive • Waukesha, Wisconsin 53188  
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Toll Free 1-877-808-BEER  
To Alcohol and Tobacco Tax and Trade Bureau  
Attention: Notice #4

Dear Sirs,

I am writing to you to voice my opinion in favor of option #2 -51-49 standard of Flavored Malt Beverages. Several reasons supporting my opinion are listed below

1. Product Integrity. The acceptance of a products flavor is directly reflected in Consumer Demand for the product. Under Option #2 the product will be able to taste the way it was introduced to the Consumer and not affect shelf life.
2. Preserve Competition. Many of the top brands are produced by the Small Companies - only Bacardi Silver is produced by a Large Brewer and Bacardis sales are dwarfed by the Mikes Hard Leronades and Seagram's Coolers. Reformulation will only favor the Large Brewer resulting in unfair hardships of the Small Company and higher prices for the Consumer.
3. It's a Malt Beverage. It was approved as a Malt Beverage as well as taxed and priced as a Malt Beverage. Again supporting anything but Option #2 will favor the Large Brewer and hurt the Small Company as well as the consumer's pocketbook

I strongly urge you to support Option #2 in true fairness toward the continued sale of these products.

Thank You,

Andrew Koeferl  
Purchasing Manager  
Beer Capitol Distributing, Inc.

Distributors of fine imported beers, specialty microbeers, soda, and juice.