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Premier Merchandising
www.PremierMerchandising.com

September 16, 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

To Whom It May Concern:

Premier Merchandising is in favor of the rule issued in March 2003 by the Tax and Trade Bureau that imposes a .5% standard on flavored malt beverages.

Adopting the .5% standard that limits the alcohol content from distilled alcohol to .5% is very important to maintain the integrity of the brewing process and the word "beer" itself. Without this distinction, the word "beer" will most definitely be abused. Consumers will be misled and confused and the entire industry will lose credibility.

Premier Merchandising encourages the Tax and Trade Bureau to give final approval to the .5% standard on flavored malt beverages.

Sincerely,

Richard Scardino
President

600 Kenrick, Suite E-10 Houston, TX. 77060