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Sep 21 03 05:35p Michael Dempse 651-578-8511 p.2
DATE: 09-22-03

Mr. William Foster
Chief
Regulations and Procedures Division
ATTN: Notice No.4
Alcohol and Tobacco Tax and Trade Bureau
Post Office Box 50221
Washington, D.C. 20091-022 1

RE: TTB Notice No. 4

Dear Mr. Foster:

I would like to take this opportunity to voice my opposition to the proposal limiting the alcohol contribution in beverage products to 0.5% alcohol by volume. I work for Mark Anthony Brands representing Mike's Hard Lemonade, and my employment is dependant on the continued growth and development of flavored malt beverages (FMB's). I urge the TTB to set the standard that would allow up to 49% of the alcohol content in FMB 's to come from flavoring materials.

FMB's continue strong sales growth, and the proposed 0.5% standard described in Notice No.4 would stunt that growth to the point where many companies would no longer be able to remain competitive under these new restrictions. Please take this into consideration when making your decision.

For the sake of consumers and hard-working Americans like myself, I encourage TTB to reject the proposed 0.5% standard for FMBs and to work with the FMB industry to achieve a more reasonable and workable set of rules that can preserve and promote this valuable product category.

Sincerely,

John Casanova
Area Manager WI/MN
MIKE'S HARD LEMONADE
Office- (262) 243-9880
Fax- (262) 243-9881