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Crilanco Co.
Little Rock, AR 72206-4105

May 14, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
Washington, D.C. 20091-0221

To Whom It May Concern:

RE: TTB Notice Number Four

Are our government regulators even aware that purchasers of flavored malt beverages tend to be repeat customers who routinely buy other items while they are in the store? Well, if they are going to start enacting new regulations that govern these products they should be!

The rules change would damage overall sales by eliminating this essential base of regular customers. Retailers in Arkansas, already cut to the bone, cannot afford another hit to their profit margin. Please don't allow these rules changes to take effect!

I'm asking you to oppose this rules change, which would penalize small businesses, their customers and their employees. Reject any type of regulation that will increase prices or alter the composition of flavored malt beverages.

Thank you.

Sincerely

Bill Littleton
Crilanco Oil Co.
Little Rock, AR 72206

