

0040358
Ginger Ballard
Sulphur, OK 73086-9357

RE: TTB NOTICE NUMBER FOUR
May 17, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

I recently became aware of the potential danger to my small retail business if TTB Notice No. 4 is approved. These proposed rule changes regarding flavored malt beverages will surely lead to a decrease in sales of those products. Consequently, that will lead to a decrease in revenue for my business. A small retail store is already a lean business. If TTB Notice No. 4 is approved it will make the small retail business a very tough environment to succeed. My employees rely on all the revenue streams of the store. Approving TTB Notice No. 4 will lead to the elimination of a very reliable flavored malt beverage revenue stream. My business cannot afford for these rule changes to be approved.

Please support the people who buy and sell flavored malt beverages and prevent what would be a disastrous change in policy for this industry. I respectfully ask that you work towards a compromise on this issue.

Thank you for your support.

Sincerely,

Ginger Ballard

The Bait Box

