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Beverage House
Yuma, AZ 85364-8127

May 17, 2003

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

RE: TTB Notice No. 4

To Whom It May Concern:

There is something not right with the TTB proposing new and sweeping regulations for the flavored malt beverage industry. Perhaps it is the fact that after thirty plus years of rules that have protected consumers, as well as the industry, the TTB now wants to change the playing field and drive these businesses out of retail stores. As a retailer, I am firmly opposed to Notice Number 4 and this change in rules to flavored malt beverages.

With each new change to rules and guidelines for businesses like the flavored malt beverage industry, we see products changed, prices increase and overall customer satisfaction decline. I am afraid that the same will happen if these proposed rules and guidelines are adopted. And if it does, my business will feel the brunt of this downturn in sales, thus depriving me of crucial revenue for my business.

For the preservation of my business and that of many retailers, I request that you not implement the new rules on flavored malt beverages. Instead, I would ask you to work with retailers and the flavored malt beverage companies to develop new rules together rather than forcing them down our throats. For the sake of our sales and for our consumers, I respectfully request you alter these newly proposed rules.

Sincerely,

Debbie Krauss