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Fleet Morris Petroleum

Shane Sanders
Brandon, MS 39042-2411

May 16, 2003

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

Dear Sir/Madam:

RE: TTB Notice Number Four

For several years the ATF/TTB performed an in-depth study of the effects of flavored malt beverage sales on the federal excise tax receipts. They concluded that these sales have no negative impact. Why, then, is the TTB trying to enforce rules changes on this product line under the smooth screen of protecting that same excise tax? If you take these steps, you will not only insure the destruction of small retail stores across the country but you will actually be enacting regulations that will attack excise tax receipts. Where is the logic?

Retailers have built a strong base of loyal customers who are drawn to their store by the availability of flavored malt beverages and then make other purchases. By forcing content changes and price hikes on these flavored drinks, the TTB would be killing these products and that would jeopardize our entire revenue stream from these customers..

It is time that the TTB and the flavored malt beverage industry came together and found a solution to their problems that will not destroy retailers or an entire market in the process. Please reject these new regulations.

Regards,

