

0040371

Quik Thrift

RE: TTB NOTICE NUMBER FOUR

May 15, 2003

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

To Whom It May Concern:

As a store manager, I know that flavored malt beverages get customers in the door and those customers buy additional products as well. I fear that I won't have them on my shelves anymore if the TTB's new proposal turns into law. These rules changes would most certainly hurt our overall sales, in addition to possibly destroying the entire product line.

I know that other companies in my situation who will face the same difficulties share this opinion. Given these difficult times, it is the smaller retailers who will feel the greatest negative affects of this highly irresponsible decision by the TTB. Many of the retailers will be forced to close their doors if these rules changes go to into effect. That will have a backlash effect on the nations economy as unemployment rises and excise tax receipts decrease.

There is absolutely no viable reason for new regulations to be implemented in the flavored malt beverage industry. But, as stated above, there are many reasons to reject such changes. Thank you.

Regards,

Jim Barlow

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