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Shoppers Villare Liquors  
Lexington, KY. 40502-2135

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:

RE: TTB Notice Number Four

My store relies heavily on the sale of flavored malt beverages. Not only would TTB Rule No.4 cause a loss in sales of flavored malts, but we would also lose a customer base that purchases other products while shopping for these beverages.

I don't think there is a need to change regulations that have helped the flavored malt beverage market grow for the past 30 years. Adding to these existing regulations would only harm the entire industry.

Please do everything in your power to oppose these new regulations, so small retailers across the country won't have to suffer irreparable damages.

I would appreciate your thoughts on this issue.

Bill Preston