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El Nuevo Monte Calo
Market
Oscar Martinex
Nogales, AZ 85621-3402

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

I am writing this letter to express my opposition to the TTB's Notice Number four and to talk about the many negative effects these rules would have on small businesses.

The outlined rules in Notice Number 4 fail to take into account the lost excise tax revenue and lost business revenue that would occur if these rules were enacted. Rather than allowing consumers to continue purchasing such products with ease and comfort at retail stores, these new rules would likely put these beverages into liquor stores where consumers will face higher taxes and prices. The economic effects of these actions is clear. Regular retail stores will lose a significant amount of business while consumers will pay higher prices for everyday beverage choices.

Please reject Notice Number 4 and leave the rules on flavored malt beverages alone. The previous policy has worked well for businesses, consumers and the government coffers, which collect the excise taxes. There is no justification for change. Thank you.

Sincerely Yours,

Oscar Martinex