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To: Alcohol and Tobacco Tax and Trade Bureau
ATTN: Notice No. 4

Dear Sirs,

The voice of this letter is to address my opinion for standard of Flavored Malt Beverages (FMB). Option #2-51-49 is the preferred alternative for the FMB industry. The taste of product would be altered under option #1 alienating the consumer creating distain which would as shows a historical collapse of an entire beverage category. Further, the reformulation option would create an unfair monopoly in the industry.

In closing I support options 2-51-49 and recommend you follow this option as well.

Thank you

Bradly V. Kingman