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Oct 21 03 11:04a WBDA 608-255-6466 P.1

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Via Facsimile
(202)927-8525

Wisconsin Beer Distributors Association

14 West Mifflin Street, SUite 210
Madison, Wisconsin 53703
Voice: (608)225-6464
Fax: (608)225-6466

JIm Hellman
Hellman Distributors
Chair, Board of Directors

Eric Jensen
Executive Director

2003 Member Companies

Arcadia Beverage Comapny
Baer's Beverage
Beloit Beverage Co. - Beloit
Beloit Beverage Co. - Milw.
Bill's Distributing, Ltd
C&H Inc. of Reedsburd
Central Beer Distributors INC.
Dean Distributing
Flanigan Dist. of Door County
Four Seasons Beer Distributing
G.B. Sales Corp. - Barron
Genral Beer Distributors
H&M Distributing Company
Hellman Distributors - Marsh
Hellman Distributors - Sparta
Larry's Distributing Company
M & L Brands, Inc.
Miller Beer of the Northwoods
Miller Brands-Milwaukee, LLC
Northwest Beverages
Oneida Sales & Service
Park Ridge Distributing
Pehler Brothers
Prairie Brothers
Prairie Beer Dist. Company
Premium Brands
River City Distributing
S&S Distributing _marshfield
S&S Distributing - Sparta
Ott Schweitzer Distributorship
Stanley's Beer Depot
Superior Beverages, LP
Triangle Distributing Company
Tri County Distributors, LLC
Western Distributing Comapny
Wisconsin Distributing, Lp
Wisconsin Wetgoods Co.
W.O.W. Distributing Co. Inc.
October 21, 2003

Chief, Regulations Procedures Division, Tax & Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Re: Notice No. 4- Support for Proposed 0.5% Standard
To Whom It May Concern:

On behalf of the Wisconsin Beer Distributors Association, I would like to express our support for the Proposed 0.5% Standard for the so-called Flavored Malt Beverages ("FMBs").

The proposed 0.5% standard will clarify that any product sold, marketed and taxed as a "malt beverage" will be produced according to the same stringent standards required of all other "malt beverages."

Without adoption of the 0.5% standard, we are likely see state regulatory action in regard to FMBs, creating different standards in different states, and resulting uncertainty for consumers, retailers, wholesalers and manufacturers.

We urge you to preserve the longstanding and important distinctions among beer, wine and distilled spirits by adopting the 0.5% standard for FMBs.

Thank you.

Sincerely,

Eric Jensen
Executive Director