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CALIFORNIA GROCERS ASSOCIATION  
www.cagrocers.com

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October 21,2003

ATTN:TTB NoticeNo.4

Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau  
P.O. Box 50221  
Washington, D.C. 20091-0221

(202) 927-8525 Fax  
nprm@ttb.treas.gov E-mail

Dear Sir or Madam:

I am writing to express the California Grocers Association view that any standard adopted by the TTB regarding Flavored Malt Beverages be uniform and national in scope. Without a uniform standard, market access to certain products may be disparate in areas where different standards would deviate from your federal rule-making process.

Many grocery retailers that operate in California also operate in other states. Having a uniform standard would lend itself to a more efficient, predictable system from point of manufacture to retail. A patchwork of laws and regulations would only add to the confusion of these products that already are some of the most regulated in the country.

Without advocating any particular standard under your review, the California Grocers Association would like to offer this insight as you

go about your deliberations on this important issue.

Sincerely

Peter Larkin

President & CEO  
California Grocers Association

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