

0040262

White Oaks Station

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

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

To Whom It May Concern:

Over the past few years, flavored malt beverages have gained in popularity, and they now account for a significant portion of sales. In the past few years, more customers are coming to our store and purchasing these flavored malt beverages in conjunction with other products. This has been healthy for our business and bottom line.

Businesses like mine have seen increased sales in flavored malt beverages over the last few years. More and more people, who were turned off by ordinary malt beverages, have turned to flavored malt beverages and thus increased our sales and the sales of other items such as snack foods, etc. The rules outlined in Notice Number Four, however, would deprive our store of those flavored malt beverage sales all so the government could try and reclassify the beverages and capture more in excise taxes. This is a foolish move on all fronts.

It's been a tough few years on retail stores. The last thing we need is for the TTB to remove a product that has been wildly successful and popular with consumers. I don't think that was the intent of these rules, but unfortunately that is a reality. That is why I need you to oppose the new rules outlined in Notice Number 4. Thank you.

Regards,

Tim Lee

Tim Lee
Fayetteville, AR 72703-5511