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BUY FAST SHELL
FAYETTEVILLE, TN. 37334-3610

May 17, 2003

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

Dear Sir /Madam:

RE: TTB Notice Number Four

The new policies proposed for the flavored malt beverage industry by the Alcohol Tobacco Tax and Trade Bureau (TTB) are a big mistake! The regulations set out in TTB Notice No.4 will destroy sales at my store. Any retailer will tell you that killing a popular product category like flavored malt beverages will depress sales in general as the base of good customers attracted to stores for these products inevitably falls off. Our business can't afford this!

I understand the TTB wants to safeguard excise tax revenue. Flavored malt beverage retailers just want to prevent our market from being destroyed. Let's bring the talents of the TTB and the flavored malt beverage industry together and work out a compromise solution that will not crush the market for these products.

Please support the people who buy and sell flavored malt beverages and prevent what would be a disastrous change in policy for this industry.

Sincerely

Rhonda Hergert