

0040280

Gasline Number 11  
St Francisville, LA 70760

May 17, 2003

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

RE: TTB Notice No.4

Dear Sir/Madam:

I am writing to note my opposition to the TTB's Notice No.4 affecting the flavored malt beverage industry. I am a retailer in St. Francisville, LA and these beverages fly off my shelves. My customers are loyal to these products and that's why I'm concerned when I read that the TTB is trying to raise the price of these products or eliminate them all together with their new rule changes.

Believe me, if TTB policy-makers were more sensitive to the challenges faced by small retailers, TTB would not even consider adding these rules to the retailers' burdens! The rules changes would be a case of big government punishing small business. If prices increase for these products, I will lose a significant portion of my business due to lost sales. But, it is not just sales of these beverages that will suffer if the TTB rules go through. Businesses like ours will be hit with a decrease in overall sales as we lose the customers who are drawn to our stores by the availability of flavored malt beverages.

I'm respectfully asking you to oppose this rules change which would penalize small businesses, their customers and their employees. Please be the voice of reason on this issue. ...

Sincerely,

Ali Zidan