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PINNACLE VALLEY LIQUOR
Danny Matson
Little Rock, AR 72223-4416

RE: TTB NOTICE NUMBER FOUR

May 17, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

The proposed new regulations for flavored malt beverages will drive small mom and pop stores that sell these products out of business. People who own or work in stores where these beverages are sold would be the victims of the changes outlined in ATF/TTB Notice # 4. These changes would have the effect of regulating this product out of existence.

The ATF/TTB studied the issue and determined that the sale of these beverages does not negatively impact federal excise tax receipts. It doesn't take a genius to figure out if the product is no longer available, the government will lose a lot of tax revenue!

These proposed regulations are not a good idea for retailers, consumers or the economy. You can be instrumental in opposing these changes to the flavored malt beverage industry and save everyone a lot of heartache. Thank you for your time and attention to this important matter.

Sincerely,

Danny Matson