

0040285

Okee Dokee Market #108
Greeneville, TN 37743-8143

May 13, 2003

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

To Whom It May Concern:

RE: TTB Notice Number Four

There's no doubt in my mind that the regulations under consideration by the TTB have the real potential to kill the market for flavored malt beverages by eliminating the product line or making it prohibitively expensive. That makes no sense as retailers, producers and customers would all be damaged in the process.

The current proposal is unreasonable, clearly motivated by competitors of the industry, but the people involved don't have to be. Surely we can work out a reasonable compromise that would not destroy the flavored malt beverage industry. I hope you agree with me on this. This proposed rules change is a regulatory disaster in the making, but you can help avert disaster by opposing this punitive change and encouraging support for a compromise that would not destroy the flavored malt beverage market.

Retailers like me need your help. Thank you.

Sincerely,

Susie Ricker