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Allsup's Convenience Store

RE: TTB NOTICE NUMBER FOUR

May 12, 2003

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

To Whom It May Concern:

Notice Number 4 requires the flavored malt beverage industry to either substantially change their product or subject their product to an excise tax that is nearly \$3 more than what it is currently. This price increase would not only drive customers away, but it would also be a slap in the face of businesses like ours who rely on sales of these beverages.

Owners like myself are outraged at the attempt by the TTB to re-negotiate rules for the flavored malt beverage industry. After 30 years of successful regulation, the TTB has decided to completely change the rules and throw out successful operations for poorly worded rules.

The outlined rules in Notice Number 4 fail to take into account the lost excise tax revenue and lost business revenue that would occur if these rules were enacted. Rather than allowing consumers to continue purchasing such products with ease and comfort at retail stores, these new rules would likely put these beverages into liquor stores where consumers will face higher taxes and prices. The economic effects of these actions are clear. Regular retail stores will lose a significant amount of business while consumers will pay higher prices for everyday beverage choices.

I'd ask that you please send these rules back for further consideration. It is clear that these rules would only further harm small retailers and result in a loss for the flavored beverage industry, retailers and, ultimately, consumers. Thank you for your consideration.

Regards,

Rhonda Hollis

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