

0040292
Bomart Apple Market
Bobby Toney
Elkins, AR 72727-3500

May 16, 2003

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

RE: TTB Notice No.4

Dear Alcohol Tobacco Tax and Trade Bureau:

Times are tough for small retail stores like ours. The economy doesn't seem to be pulling out of the slump as fast as we'd like it to, and our business has seen its fair shares of ups and downs. Now, in the middle of this turbulent economy, the TTB is issuing new demands for the flavored malt beverage industry. These demands threaten to send our businesses plummeting once again. As a small business owner, I can't handle this situation and I write to ask that these rules be rejected.

It doesn't take an economist to know that businesses are suffering in the current economy. And it doesn't take an economist to know that the new rules proposed by the TTB will harm these retailers by altering a popular product and also raising the price during a recession. The combination of these two factors is overwhelming to consider.

Businesses need help not hindrance and the rules outlined are just that - a hindrance to the economic growth we need in this country. These rules do nothing to help businesses like ours, or the flavored malt beverage industry, to continue to employ workers and make an honest living. They only serve to harm retail businesses and the consumers who enjoy consuming these products. Please vote no on these new rules.

Sincerely Your,

Bobby Toney