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SUMAC LIQUORS
DICKSON, TN .37056-0663

May 13, 2003

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

Dear Sir/Madam:

RE: TTB Notice Number Four

I am writing this letter to express my opposition to the TTB's Notice No. 4.

Small business owners like myself are outraged at the attempt by the TTB to renegotiate the rules for flavored malt beverages. It seems as though, after 30 years of successful regulation, the TTB has decided to throw a wrench into the works and drive the flavored malt beverage industry out of business.

Flavored malt beverages have gained in popularity and account for a significant portion of sales. In the past few years, more customers are coming to our store and purchasing these flavored malt beverages in conjunction with other products. This has been healthy for our business and bottom line.

Now, however, the TTB is threatening that by trying to force these new regulations down the throats of the flavored malt beverage industry. The only effect of these new rules will be to alter the taste and watch sales plummet. With the economy already lagging behind I can't have that happen to my business!

Please reject Notice No. 4 and leave the rules on flavored malt beverages alone. The previous policy has worked well for businesses, consumers and the government coffers, which collect the excise taxes. There is no justification for change. Thank you.

Sincerely yours,

Sue Archer