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LOCAL LEGISLATION #3
RULES
TOURISM & MARKETING

August 13, 2003

Alcohol Tobacco Tax and Trade Bureau
Mr. Arthur Libertucci, Administrator
P.O.Box 50221
Washington, D.C. 2009 1-0221

Subject: NOTICE 4

Dear Mr. Libertucci,

I am writing to express my support for the United States Treasury Department Division of Alcohol and Tobacco Tax and Trade Bureau's (TTB) proposed rulemaking for flavored malt beverages (2001R-136P). As State Senator, I wanted to share my viewpoint with you.

The TTB's proposed action provides a much-needed clarification of the federal alcohol beverage categories which are intended to maintain an orderly marketplace in our country. The debate associated with the proposed standard also provides for an important opportunity for the discussion of the stability of the retail licensing system and the overall marketplace. Once the proposed rule is adopted, the standard will maintain an orderly marketplace, meet consumer expectations for consistent products, and help sustain the long-term development of the product category. Consistent with state tax, license and distribution laws these reformulated products will allow wholesalers and retailers to continue to distribute, sell, and market flavored malt beverages as they do today.

Because brewers have already demonstrated the expertise and technical ability necessary to brew these products under the new federal standard, there is no need for concern regarding the ability of manufacturers to produce flavored malt beverage products in accordance with the new proposal. The flavored malt beverage products that look and taste the same will be available to wholesalers and retailers in all states with no interruption and no discernable taste difference to consumers.

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Thank you for your consideration of my viewpoint on this important issue. Should you require any further information, please do not hesitate to contact me.

Sincerely,

W.H. Lindsey III

