

<< 0042553 >>

CLETE EDMUNSON
District 9-8 COMMILTEES
ADAMS, PAYETTE, WASHINGTON
 & CANYON COUNTIES STATE AFFAIRS
 HOME ADDRESS ENVIRONMENTAL AFFAIRS
2255 NORTHWEST 1ST AVENUE
FRUITLAND, IDAHO 83619 JUDICIARY, RULES & ADMINISTRATION
 (208) 452-3890 WEBSITE: edmunsonforidaho.com
 CELL (208) 889-4274
EMAIL: cedmunso@house.stale.id.us

House of Representatives
State of Idaho
Chief, Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, DC 20091-0221

Dear Sir or Madam:

As an Idaho State Legislator, I am writing to express my support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade Bureau proposed rulemaking for flavored malt beverages. (200 IR-136P)

I believe this action will maintain order in the marketplace and will benefit the state of Idaho, as well as the rest of the union. I believe the standard will allow more stability of the retail licensing system and the overall marketplace.

With my support for the proposed 0.5% standard, I am joining The Beer Institute, the National Beer Wholesalers Association, and major small brewer associations, among many others, because this standard is the most efficient means to address recent concerns by both federal and state officials. If 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. In addition, these reformulated products will be consistent with state tax, license, and distribution laws allowing wholesalers and retailers to continue to distribute, sell and market flavored malt beverages as they do today.

However, absent a national standard rooted in existing law and regulations, manufacturers, retailers, and wholesalers will face a potential for a patchwork of individual state laws and regulations where the same product may ultimately be sold as a "beer" in one state and as a "distilled spirits" in another.

Finally, brewers have already demonstrated the expertise to brew these products under the new federal standard. The FMB products that look and taste the same will be available to wholesalers and retailers in all states with no interruption and no discernable taste differences for consumers.

Thank you for this opportunity for me to offer my support, as a state legislator, for the current TTB proposed rulemaking for flavored malt beverages.

Sincerely,

Representative Clete Edmunson