

0040441

Dick's Liquor

RE: TTB NOTICE NUMBER FOUR

June 6, 2003

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

To Whom It May Concern:

I believe the proposed rules change for flavored malt beverages represents a significant danger to retailers in this country. This proposal, if approved, will force me to remove such products from my shelves completely. With the increase in taxes, as well as the additional costs the manufacturers are going to pass on to me, I simply won't be able to afford to stock the products any more. Nobody would buy them.

If the motive behind this proposal is to generate more tax revenue for the government, trust me, it won't work. Small businesses like myself won't be able to sell the products, and customers won't be able to afford them, no matter where they try to buy them. The government loses revenue with this policy; it doesn't gain any revenue. On top of that, the government will be all the other revenue we small businesses generate from additional sales when people come in to buy their six packs of hard lemonade or Smirnoff Ice. But, when we start laying off employees, rest assured the government's cost of operation would increase significantly, despite the reduced tax revenues.

This proposed policy is bad for business, bad for the economy, and ultimately bad for the country. Please do all that you can to insure that the proposal never becomes actual policy.

Regards,

Sam Shadda

Sam Shadda
La Jolla, CA .92037-0056