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Janet Seidl
Garber, OK 73738-0237

May 12, 2003

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

The recent proposals made in the TTB Notice 4 would basically destroy the flavored malt beverage market. Either the manufacturer will be forced to remove it from the market or it will wind up being priced so high that consumers will be unable to purchase it anyway. Either way, my business will be negatively affected by this anti-consumer, anti-business regulation.

For years now, retail businesses such as mine have suffered under the blows of increased taxation and/or regulation, which have been attached to the very products we sell in order to make a living. Every time that an additional tax is levied or a new regulation is imposed, retailers are forced to raise their own prices in order to compensate. The result, consumers' dollars do not stretch as far, sales drop off, and our profit margins grow slim. We simply cannot take any more.

At a time when President Bush and Congress are talking about stimulating the economy and putting people back to work, this proposed rules change would depress our business by eliminating flavored malt beverages or taxing them beyond affordability. Think before making this fiscally irresponsible move.

America is already carrying a heavy burden of taxes and regulatory requirements. With unemployment increasing and the economy barely growing, we should be eliminating these economic barriers, not enlarging them. That is why I urge you to reject the rules changes effecting flavored malt beverages and allow the system, which is fair to the consumer, the retailer, and the government, to continue working under the current regulations already in place. Thank you.

Sincerely,

Janet Seidl

JC.s Place