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Cowboys
Frankfort, KY 40601-8226

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:

RE: TTB Notice Number Four

It probably comes as no surprise that small retailers are struggling to make ends meet and ensure sales revenue. If that weren't bad enough, small retail stores like ours are now caught in the middle of new rules and regulations for the flavored malt beverage industry. These rules would have a terrible effect on small retail stores and lead to a loss of sales at the register. That is why I am so opposed to these new rules and I hope you are as well.

Flavored malt beverage sales continue to account for a growing portion of our business. The rules proposed by the TTB, however, threaten to substantially decrease those sales or take them away entirely. We just can't afford that! It's so very important that the TTB discuss these new rules with the flavored malt beverage companies and find a solution for everyone.

As I said before, retailers just can't handle another hit to our pockets. If the TTB do not work to stop these rules from being implemented we are looking at a lot of lost sales as well as a hit to the flavored malt beverage industry as a whole. We just don't need that right now.

Sincerely,

Lyen Cook