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Ed Piper  
Tucson, AZ 85711-6600

RE: TTB NOTICE NUMBER FOUR

May 10, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

I am writing because I am strongly opposed to the proposed new regulations on flavored malt beverages. These products are a major source of revenue for my business. The availability of products like Zima, Mike's Hard Lemonade, Smirnoff Ice and others attracts regular customers to our store and those customers buy other products while they are with us. If this beverage category is eliminated, we will lose a substantial number of these regular customers and the lost profits from their purchases. If I understand correctly, the ATF/TTB concluded that the sale of flavored malt beverages does not threaten federal excise tax revenues. The fact is, however, that imposing new regulations on these beverages would most definitely cut into excise tax collections by completely eliminating the market for these products.

Retailers like myself would certainly appreciate your active opposition to the proposed rules change. It would help keep small retailers going, save thousands of jobs and millions of dollars in excise taxes for the federal government. Please do everything you can to see that these new rules do not become national policy.

Thank you for your attention to this important issue.

Sincerely,

Ed Piper

Circle K