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21st Century Oil
Colton, CA 92324-3179

May 17, 2003

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

RE: TTB Notice No. 4

To Whom It May Concern:

The regulations that govern flavored malt beverages have been in place for about thirty years. They have approved every recipe released onto the market. They have ensured that advertisers market the product responsibly. And at the same time, they have allowed the sales in this industry to grow tremendously. The new proposed regulation changes would reverse the past thirty years of growth and close the industry down.

The ATF/TTB already studied the issue and decided that sales of flavored malt beverages do not pose any threat to federal excise tax receipts. Now the TTB creates a new policy for these beverages that would virtually guarantee a loss in excise tax receipts. How? By eliminating the entire consumer base that surrounds the products. Are we trying to sabotage ourselves?

The proposed regulations would not benefit anyone- consumers, retailers, manufacturers or the government. Please do everything in your power to see that these new regulations are not passed. Support this industry that has been three decades plus in the making.

Sincerely,

Darryl Lindsay