

0040463

STOP SHOP CONVENIENCE STORE

Jay Long
Greenville, NC 27858-1821

RE: TTB NOTICE NUMBER FOUR

May 16, 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:

We operate a business that depends on sales of flavored malt beverages. The proposed new regulations in TTB Notice Number 4 would sabotage this family of products by making it impossible to produce or too costly to sell.

This is especially unfair to retailers. The typical small retail establishment that sells flavored malt beverages is run by hard-working people who obey the law, pay their taxes and earn a modest living. The new rules would be a direct assault on us. Retailers, consumers and the federal tax authorities have done well by the regulations in place for flavored malt beverages over the last 30 years. There is no need to add to the regulatory requirements this industry is already meeting.

The U.S. economy needs stimulation and momentum. It doesn't need the added taxes and regulations that these rule changes would create. Your help is urgently needed to see that this proposed rule does not become national policy.

Sincerely,

Jay Long