

0040466

-----Original Message-----

From: bobco

Sent: Tuesday, July 08, 2003 2:05 PM

To:

Subject: 'TTB Notice No. 4'

name=Amber Coates

name=

Address1=

Address2=

City=Keene

State=nh

Zip Code=03431

Comments=I am writing in regarding to your article in consumer reports magazine. I am a 21 year old college student who has become interested in underage drinking trends. From experience I know that if these malternatives were not readily available and well advertised I myself probably would have not been an underage drinker. The idea that these beverages taste better than beer is a definite advantage for young drinkers who want to "party" without drinking beer. Although there is currently no evidence that these malternatives are targeting minors the evidence is clearly visible when partaking in a high school party. All you have to do is look in the hands of these teenagers and see what their drink of choice is and the malternatives clearly win. I am in definite favor of these malternatives to be moved into liquor stores where minors are less likely to see and want them. "Out of sight, out of mind"