

0040467

Voigt's Freeway Texaco
Chuck Voigt
Grants, NM 87020

May 15, 2003

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

RE: TTB Notice No. 4

Dear Sir/Madam:

As the owner of a small convenience store, I am writing today to voice my outrage over TTB Notice No. 4! The small retail stores, like mine can't survive without customers and that are why these new regulations would "prove so detrimental. They would make the cost of purchasing this product line far to expensive. This would drive away the customers who come to us primarily for these beverages, but inevitably buy other products as well. We can't afford to lose these customers. In reality, the government can't afford for us to lose them either. Exactly where do you think excise taxes come from? From sales!

Extensive research on the part of the TTB proved that the sale of flavored malt beverages does NOT decrease excise tax revenues. Then why does the TTB now want to pass rules that will most assuredly decrease excise tax revenues by killing sales of these beverages?

Once does not have to be a genius in economics to realize how disastrous these rules changes will be to the consumer, retailer, and national government! That is why it is imperative that you oppose these punitive changes that would not destroy the flavored malt beverage market.

Sincerely Yours,

Chuck Voigt