

0040476

Big Brothers
Ripley, MS 38663-2348

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

To Whom It May Concern:

I do not believe anyone goes into business with the idea that, if economic times go bust, the government will bail them out. However, I also do not believe that anyone who goes into business thinking that their government will destroy them via excessive taxes and punitive business regulations.

The government's goal should be decreasing these types of burdens, not increasing them. That is why I am questioning the wisdom of TTB Notice No. 4, which proposes rules changes to the flavored malt beverage industry that will have negative ramifications for consumers, retailers and the government. Government should concentrate on reducing, not increasing these burdens.

Many of the retail stores who sell flavored malt beverages depend upon this loyal customer base for a large percentage of their revenue. That is what makes this rules change an economic disaster in the making. If enacted, these new regulations would raise the price of these beverages so high that the average consumer would no longer afford them. That means lost sales to businesses and lost sales mean lost tax revenues. Absolutely no one wins with this type of bad economic policy. That is why I ask you to reject it.

Thank you for your time and attention to this very important matter.

Sincerely,

Nikki Page