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From: Kenneth A. Steil
Sent: Wednesday, April 09, 2003 4:31 PM
To: nprm@ttb.gov
Subject: Malternatives

I believe malternatives need to be classified as a distilled alcohol beverage. The alcohol content needs to be clearly labeled as well. This is necessary for consistency. As well, it is necessary for the operation of your agency. With the plethora of products coming on the market from alcohol producers it is necessary that the consumer know what kind of product they are drinking. Calling boxed wine wine is just not clear enough when the main alcohol in it is distilled alcohol. Standards need to be developed to define beer and wine in particular. It would seem the best way would be to just put it on the label of the product like is done with fruit juice: 10% beer(wine), 50% beer(wine) etc. We are finding youth confused by all these products. They seem to think they are like pop or juice and don't contain much alcohol when often the alcohol content is up around 10 or 11 %.

Thank You For Your Consideration of This,

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