

0040015

Gay Campbell
Carnpton, KY 41301-0624

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

Chief
Regulations and Procedures Division
Alcohol and Tobacco Tax and Trade Bureau
P.O. Box 50221
Washington, D.C. 20091-0221

Dear Sir/Madam:

I wish to relay my concerns with the new rules proposed in Notice Number 4 directed at the flavored malt beverage industry. As a retailer who sells these products I have a fear that these new rules may substantially decrease the sale of these products by re-classifying them and hiking up taxes on each purchase. This combination would have a horrible effect on my business and could threaten other such retail stores as well.

Flavored malt beverages have become quite popular over the past few years and because of this our retail sales have risen substantially. Because of their rising popularity I can understand why the Alcohol and Tobacco Tax and Trade Bureau would want to ensure that these products have the highest possible standards applied. Given that fact, I have seen no reason for the TTB to change the rules that have governed these beverages for the past 30 years.

The TTB's new rules will only serve to increase the cost of these beverages and play word games with what is and is not a malt beverage. These rules do nothing, to further protect consumers they only serve to protect further excise taxes for the government.. Because of this, I would strongly urge your office to re-examine these new rules and reject them outright. If the TTB still feels that there is a strong need to re-write the old rules then I would urge them to work with the flavored malt beverage industry so that future rules do not end up harming retail stores and consumers. These rules are flawed and should be rejected.

Sincerely Yours,

Gay Campbell

One Stop Liquors