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MICKEY C S PARTY SHOP AND
LIQUOR

COLUMBIA, SC .29201-5058

May 16, 2003

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:
RE: TTB Notice Number Four

As much as you've probably heard on this issue, I wanted to write and ask you to reject the new rules for the flavored malt beverage industry. As a small retailer and one who enjoys these products, I cannot support these new regulations for a myriad of reasons. The first, and largest, reason is the fact that the flavored malt beverage companies were hardly consulted in the crafting of these regulations. As one who believes that government runs better with all parties involved, I cannot support such regulation when it doesn't seek out the opinion of those they are regulating.

Additionally, the TTB did not examine the possible effects these rules would have on businesses like mine. Rather than taking the time to explore all of the implications, the TTB quickly wrote rules that show their lack of depth and understanding of market forces. Instead of realizing that product changes often come at a cost, the TTB has assumed that consumers will pay higher prices for a lower quality product. This is economics 101 material that should have been learned a long time ago.

The list of shortfalls in these rules goes on and on. Once again, I think it would be wise for the TTB to reject these new rules and work on a solution that is more realistic than what has currently been proposed. Thank you for taking the time to review my comments.

Sincerely yours,

Thomas Tillman