

0040027

Island Food Store
Gainesville, FL 32609-3580
Eric Fiset

RE: TTB NOTICE NUMBER FOUR

May 13, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

Our economy is already carrying far too much in the way of taxes and regulatory requirements. As someone who works in the retail" community, I have watched taxes creeping up and up without any change in the state of national deficit. The only change has been to the consumer's wallet and retailer's profits; both have grown painfully thin! Government policy should be aimed at reducing these barriers to economic growth. We certainly don't need the TTB imposing more of them, particularly on flavored malt beverage products that form the backbone of our profit base.

Personally I think it is ironic that these damaging new regulations would substantially change a regulatory policy, which for 30 years has quite efficiently provided oversight to the way flavored malt beverages are produced, marketed and distributed. Since the system is not broken, why are you trying to fix it?

Our businesses pay taxes, provide jobs and obey federal regulations. Please do not punish retailers with new regulations that would make it virtually impossible for us to sell flavored malt beverages and maintain a decent profit. Help us to oppose these punitive rules changes. Thank you.

Sincerely,

Eric Fiset