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Diamond B Kwik Shop

May 12, 2003

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

RE: TTB Notice No.4

Dear Alcohol Tobacco Tax and Trade Bureau:

As a member of the retail community, and a consumer, I am fed up with the federal government constantly trying to tax specific products off the shelves. That is exactly that the Tobacco Tax and Trade Bureaus new regulations would do if enacted. Any person with a lick of common sense can see that the proposed rule change contained in TTB Notice No. 4 is both anti-consumer and anti-business. By driving up the prices for flavored malt beverages, these rules changes would deprive consumers of a product they want to buy but can no longer afford. Then, it would irreparably damage a successful business that provides that product when sales dropped off.

If our government regulators go through with these totally unnecessary rules changes, I believe it would be a giant step backwards for regulatory policy in the United States. This endless cycle of taxation and regulation of consumer products is proving detrimental to our economy as a whole. When inflation is high, people do not spend. When sales drop off, so do tax revenues.

That is why I am hoping that the controversy over the proposed changes outlined in TTB Notice No. 4 can be settled through productive compromise among all the parties involved. Such a compromise could save the flavored malt beverage market from destruction, allow consumers to choose where and how to spend their hard earned money, and allow retailers to make enough of a profit to stay in business. In the end, it is our entire nation that would benefit from such positive action.

Sincerely

Mary .Cantrell --

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