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Barbara Luna

May 9, 2003

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

RE: TTB Notice No. 4

Dear Sir/Madam:

The TTB's desire to reclassify flavored malt beverages, to force their reformulation and to tax the daylights out of them gives me little hope that retailers who depend on the major amount of revenue these products generate are going to survive the current economic slow-down. You have to understand that flavored malt beverages are one of the primary reasons adult customers come into my store in the first place. And once they are in my store, they will almost always make additional spontaneous purchases that enhance our bottom line.

Without the draw that flavored malt beverages supply, I lose not only the beverage related revenue, but also the major amounts of revenue generated by spontaneous non-alcohol purchases. How can the federal government expect me, or any other retailer, to run a successful business when face with policies that intentionally strip us of major revenue streams? It just isn't possible.

If any kind of regulatory changes are needed concerning flavored malt beverages, this current proposal is absolutely not the right one. Some other alternative to this current proposal must be sought.

Warm Regards,

Barbara Luna

7-Eleven Food Store

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