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BETTER BRANDS  
DISTRIBUTING, INC.  
Wholesale Beverage Distributor

Malt Beverage Products

Blatz  
Boddingtons  
DAB  
Dos Equis  
Harbor City  
Hoegaarden  
Huber  
Berghoff  
J.W. Dundee  
Keystone  
Killian's  
Labatt's  
Lacrosse  
Lowerbrau  
Molson  
Old Style  
Port Washington  
Special Export  
Sprecher  
Tecate  
Weiherstephan

Soda Products

Aqua Splash  
Belly Washes  
Black Bear  
Blue Ox  
Canfield's  
Century Springs  
Crush  
Sundrop  
Everfresh  
Fuze  
Gatorade  
Glaceau Vitamin  
Graf's  
Dad's  
Jones  
Jolt  
Kwencher  
Main St. cafe  
Nantucket Nectar  
Old Towne  
Oragina  
Schweppes  
Seagrams  
Silver Creek  
Sprecher  
Stewart's  
Vernor's

September 11, 2003  
Attn: TTB Notice No. 4  
Chief, Regulations and Procedures Division  
Alcohol and Tobacco Tax and Trade Bureau

P.O. Box 50221  
Washington, D.C. 20091-0221

Dear Sir or Madam:

Better Brands Distributing Company supports the proposed rule that was given in March of 2003 by the Tax and Trade Bureau that outlines the alcohol content requirements in order for Flavored Malt Beverages to be classified as beer. Especially, the Tax and Trade Bureau proposes that for any Flavored Malt Beverage to be classified as beer, the alcohol content from distilled alcohol cannot exceed 0.5%.

Beer is a special product that has been regulated and taxed differently than all other throughout our entire nation's history. The Tax and Trade Bureau's proposed rule is consistent with the historical interpretation of what constitutes beer and all other malt beverages. The distinct regulatory treatment of beer is based on its age-old production process, and its definition in the Internal Revenue Code dates back to the 1800's when Congress first imposed the beer excise tax. By adopting the Tax and Trade Bureau's ".5% by volume standard" would guarantee the appreciation of beer and the brewing process.

Having a consistent regulatory policy is so crucial because while some states enjoy regulatory power over alcohol, mostly all follow federal regulatory guidelines. This proposed rule would help to control an organized marketplace and avoid costly and confusing disruptions in state licensing, taxation and distribution policies, any of which would deal a severe blow to our distribution and many other distributors.

In turn, if traditional is lost it will only be a short time before other producers and distributors of alcohol beverages try to categorize themselves as beer producers.

Beer is not distilled spirits. Beer is not wine. Beer is not a product that has been made through the distillation process. Beer is made through the brewing process which is unique in itself. The 0.5% standard will ensure that the integrity of beer remains.

Once again, Better Brands Distributing encourages the Tax and Trade Bureau to give final approval to the proposed 0.5% standard on Flavored Malt Beverages.

Sincerely,

Jeffrey H. Miller  
President

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