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From: Kratt, Dwayne [Kratt.Dwayne@mbco.com]  
Sent: Tuesday, October 21, 2003 9:38 AM  
To: 'nprm@ttb.gov'  
Subject: TTB notice 4

October 21, 2003

> Chief, Regulations and Procedures Division  
> Alcohol and Tobacco Tax and Trade Bureau  
> P.O. Box 50221  
> Washington, DC 20091-0221  
> > Attn: Notice 4  
> > Dear Sir or Madam:  
> > As an employee of Miller Brewing Company and someone who is deeply  
> concerned about preserving the integrity of beer, I am writing to express  
> my support for the U.S. Treasury's Alcohol and Tobacco Tax and Trade  
> Bureau proposed rulemaking for flavored malt beverages. (2001R-136P)  
> > I believe the TTB's action is an important clarification of federal  
> alcohol beverage categories established to maintain an orderly US  
> marketplace. Further, I believe the debate surrounding the proposed  
> standard poses important issues for the stability of the retail licensing  
> system and the overall marketplace. > > Furthermore, the TTB standard is the most efficient means to address recent  
> concerns by both federal and state officials. If adopted, the standard  
> will maintain an orderly marketplace, meet consumer expectations for  
> consistent products, and help sustain the long-term development of the  
> product category. In addition, these reformulated products will be  
> consistent with state tax, license, and distribution laws allowing  
> wholesalers and retailers to continue to distribute, sell and market  
> flavored malt beverages as they do today.  
> > However, absent a national standard rooted in existing law and regulation,  
> manufacturers, retailers, and wholesalers will face a potential for a  
> patchwork of individual state laws and regulations where the same product  
> may ultimately be sold as a "beer" in one state and as "hard liquor" in  
> another...in fact, we are already seeing this kind of situation in the  
> state of Nebraska and will almost certainly see this situation in several  
> other states.  
> > Finally, while there are some who have concerns regarding the ability of  
> manufacturers to produce FMB products in accordance with the new proposal,  
> as you may know, brewers have already demonstrated the expertise and  
> technical ability to brew these products under the new federal standard.  
> In fact, I know first hand that our reformulated FMB products will look  
> and taste the same and will be available to wholesalers and retailers in  
> all states with no interruption and no discernable taste differences for  
> consumers. > > Thank you for this opportunity to offer my support for your proposed FMB  
> rule preserving the unique differences and integrity of beer. > > Sincerely,  
> > >