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From: Joe McCafferty [JLM-MCC@att.net]

Sent: Friday, October 17, 2003 1:22 PM

To: nprm@ttb.gov

Subject: TTB Notice No. 4

October 17, 2003

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

Dear Chief, Regulations and Procedures Division:

I oppose the proposed draconian 90/10 regulation in TTB Notice No. 4 and ask that the TTB enact the 51% compromise. As a Diageo employee, I am proud of our products and want to be able to compete with other products based on quality.

We want regulations that promote fair competition and provide a level playing field.

These proposed regulations mark a dramatic change in how we have produced, marketed, and sold our products for 30 years.

In fact, FMBs could be regulated out of the marketplace, depriving consumers of a drink they enjoy and costing millions in tax revenue.

Sincerely,

Joe McCafferty
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