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Dreamland Liquor
Diana Weston
Wewoka, OK 74884-3924

May 16, 2003

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

Dear Sir/Madam:

RE: TTB Notice Number Four

I believe it is crucial that the Alcohol and Tobacco Tax and Trade Bureau revoke the proposed rule changes to the flavored malt beverage industry. As a retailer who sells these products, I am upset that the TTB did little, if any, consultation with either the retail sale stores or, more importantly, the flavored malt beverage industry.

The purpose of rules and regulations should not be to drive enjoyable, safe and reasonably priced products out of the market. Rather, these rules should ensure public safety while also allowing the free market to work. That is exactly what has happened over the past thirty years and I see no reason for that to change.

Notice Number 4 should be soundly rejected by your office and new rules, with the counsel of the flavored malt beverage industry, should be examined. Under these proposed changes the retail sales market as well as the overall flavored malt beverage industry are threatened with lower sales, slashed revenue and unsatisfied customers.. This is not the type of regulation that our consumers, nor this industry, need.

Regards,

Diana Weston