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Lionel Helphen  
New Orleans, LA 70116-2148

May 13, 2003

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

RE: TTB Notice Number Four

To Whom It May Concern:

After 30 years of rules on flavored malt beverages, the Alcohol and Tobacco Tax and Trade Bureau has now decided to revise the rules and make it more difficult to manufacture and sell these products. As a business owner, I am firmly opposed to these new efforts and I want to express my dismay with TTB Notice Number 4.

Notice No.4 places new limits and burdens on flavored malt beverage makers which, in turn, severely limits the sale of such products. As a business owner who relies on these products for revenue, I am concerned that we may be witnessing the end of flavored malt beverages. Rather than working toward a compromise solution with the flavored malt beverage industry the TTB is working to arbitrarily draft new rules.

I am hopeful that you will reject the proposed rule and work to ensure that flavored malt beverages are not on their way out the door. The potential harm would be disastrous to both sales of these products as well as the excise tax that is collected with these sales. Please reject Notice No.4 and work on a solution that is amicable to all parties. Thank you.

Sincerely,

Lionel Helphen