

0040079

S A GUERRY & SON

May 14, 2003

May 14, 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 thought the idea behind federal agencies like the TTB was to protect the interests of the people? Why then are they even proposing the rules changes that I have just read in TTB Notice 4? If they continue with these new regulations they will be adding more taxes to a product, which provides retailers with the meat and potatoes of their profit. Basically they will be hampering consumers' ability to purchase a product they enjoy and which spurs additional sales within stores as well. Please reconsider this destructive step before augmenting rules changes on flavored malt beverages!

Taxes and regulatory burdens are already much too high. America should be looking for ways to reduce these impediments to economic recovery, not to build them higher. We cannot hope to see any type of economic recovery if our regulating authorities keep taking money out of the economic system by oppressive rules and taxes. Statistics show that retailers, consumers and the federal tax authorities have done well by the regulations currently in place for flavored malt beverages over the last 30 years. There is no need to add to the regulatory requirements this industry is already meeting.

Even your own agencies recent research hammered this point home. Why then are you really attempting to lower the boom on flavored malt beverages, the consumers who enjoy them and the retailers who make a living from their sale?
This would be a step backwards for regulatory policy in the U.S. Please stop this rules change or at least work out a fair compromise.

Sincerely yours,
Johnson Tisdale

KINGSTREE, SC. 29556