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Karleen Siebenbom
2721 Coors Blouvard NW
Albuquerque, NM 87120-1217

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

The small retail store where I work has a large percentage of customers who come into our store to buy their favorite drink, a flavored malt beverage. While in the store to purchase their drinks, they generally buy other items as well. This makes them a valuable source of revenue to the retail world. That is why I firmly feel that the proposed rules changes contained in TTB Notice No. 4 are both anti-consumer and anti-business. If you go ahead with this irresponsible plan, you would be depriving consumers of a product they enjoy while damaging the businesses that provide that product.

For these reasons, I am seeking your opposition to these proposed rules changes. Please help to keep small retailers operational. By acting in the best interest of the retail community and refuting these rules changes to the flavored malt beverage market, you will be saving jobs while protecting the excise taxes you are so concerned about. Thank you.

Sincerely,

Karleen Siebenborn

Diamond Shamrock