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Don Cubert, Jr.
Shelbyville, KY 40065-1314

May 13, 2003

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

Dear Sir/Madam:

Small retailer stores, like mine are already groaning under the weight of excessive taxes and regulatory burdens. Given the economic crisis our state and national governments are currently battling, how can federal agencies like the TTB even consider adding to our problems by enacting new regulations that will harm the manufacturers, retailers and consumers of flavored malt beverages? If you are truly serious about improving our economy, then you should be looking for ways to reduce these impediments to economic recovery, not to build them higher.

If the TTB wins out and implements these rules changes, the consumer will either see a product he or she enjoys literally ripped from store shelves or find the product line priced beyond their reach. The loss of revenue from the sale of flavored malt beverages would ripple through our entire revenue stream. The customers who come to us for these beverages make other purchases as well. We can't afford to lose their business. The federal government, who collects taxes from the sales that generate retailers' profits, would find themselves holding an empty bag!

Accordingly, this proposed rules change is a regulatory disaster in the making! However, I believe that you can help prevent this disaster by encouraging a compromise between the TTB and the flavored malt beverage manufacturers. Anything is better than these punitive rules changes that will benefit no one. Thank you!

Sincerely Yours,

Don Cubert, Jr.