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CASEYS RIVER STOP

Karen Cole
Morrlilton, AR 72110-4624

RE: TTB NOTICE NUMBER FOUR

May 9, 2003

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

Dear Alcohol Tobacco Tax and Trade Bureau:

Every day seems to bring worse economic news and little hope that an economic turnaround is close at hand. Businesses and consumers are all feeling the effects of lower sales and fewer free dollars in their pockets. To top it all off, I have now read that the TTB has proposed a new rule that would directly affect my business and the thousands of other small businesses that sell flavored malt beverages. This is not a good idea at this time.

As it is, excessive regulation and taxation have proved to be obstacles to an economic recovery. The new rule proposed in Notice Number Four is a perfect example of what our business must put up with on a day-to-day basis. It is unreasonable to the flavored malt beverage industry and to those who sell their product.

I would urge you to reject the rule as currently written. Our businesses need policies that stimulate further spending and economic growth not poorly drafted rules that run businesses into the ground. I am positive that a compromise solution can be had if the TTB worked with the flavored malt beverage industry. Please - for the sake of our small businesses and consumers - reject Notice Number Four and go back to the drawing table on these rules.

Sincerely,

Karen Cole