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From: june russell [russells@cstone.net]  
Sent: Thursday, October 16, 2003 5:09 PM  
To: nprm@ttb.treas.gov

Subject: Alcopops

TTB NOTICE No.4:

In spite of the fact that alcopops are being treated as malt beverages, and taxed at the beer rate, they are making a mockery of network policies against hard-liquor advertising. These alcopops should require warnings and be classified as distilled spirits, so as to inform the public and reduce the places that would be allowed to sell them. We need to minimize consumer deception, and I feel there should be a labeling of alcohol content - and any other ingredients - on the bottle. This product is made from distilled beverages, and it should be treated as such. These products are heavily favored by teens because of the attractive ads, and I am concerned that our youth under the age of 21 (I have 6 grandchildren that age) would be lured into trying alcopops!

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10/21/2003