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Rick G NewmanFrom: capitol insights group [capgroup@tds.net]  
Sent: Tuesday, October 21, 2003 11:17 AM  
To: nprm@ttb.gov  
Subject: Notice # 4

Rick G Newman

7 Haines Rd

Nottingham NH 03290

603-942-5197

TTB

Re: Notice # 4

To Whom It May Concern;

I am writing to express my support for the proposed TTB rule to limit to .5% the amount of alcohol in Flavored Malt Beverages that may come from flavorings. I believe such a rule is needed to insure that consumers know what they are buying.

A Flavored Malt Beverage should be a Malt Beverage. To allow spirits to make up as much as 49% of the alcohol content does a disservice to the buying public. Here in New Hampshire, spirits are sold by the state in state liquor stores only. Private companies sell beer and malt beverages in traditional grocery stores. Consumers here know that if you are buying a product at a grocery store it is either wine or a beer/malt beverage product. I am certain they are not aware that some of these products contain a large percentage of spirit-based alcohol.

One serious problem in this to consumers is the fact that many people are on diets that will allow the moderate consumption of beer or malt beverages but do not allow the consumption of spirits. The potential for consumer confusion here is great and has potential adverse consequences.

I consider myself an educated consumer but I was not aware until recently that these products could contain such a high volume of spirits based alcohol. I urge you to take this step to ensure consumer confidence and to ensure that a malt beverage is a malt beverage.

Thank you for your time.

Rick Newman

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