

Fulton Track Stop

RE: TTB NOTICE NUMBER FOUR

May 16, 2003

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

To Whom It May Concern:

Please vote no on the new rules outlined for the flavored malt beverage industry in Notice Number 4. These rules, which were drafted with little input from the flavored malt beverage industry and the retail stores, are poorly worded and poorly thought out. They threaten the livelihood of both retail stores and the flavored malt beverage industry while also causing consumers to pay higher prices for a product that will be substandard to what is available now.

The new rules require that the flavored malt beverage industry change the composition of their products, but the background as to why this should be changed is seriously lacking. Rather than outlining reasons for a rule change after 30 years of successful regulation, the TTB is attempting to push forward regulation change without consulting the major parties involved. This is a slap in the face to those of us who have worked hard to build our business. We've played by the rules established for the past 30 years and now the TTB, with no reasoning, wants to change those rules and punish us.

The TTB should scrap the rules outlined in Notice Number 4 and work with the small retailers and the flavored malt beverage industry to create rules that would be acceptable to all parties. Without this, the TTB loses all credibility to those of us who rely on your guidance and criteria to run our businesses. Please do not throw the TTB's credibility out; instead, please throw these rules out. Thank you.

Regards,

Mary Fulton

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