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Original Message

From: Mrs. Wright [mailto:smhwright@yahoo.co.uk]
Sent: Monday, December 29, 2003 10:42 AM
To: nprm@ttb.gov
Subject: 'TTB Notice No. 4'

name=Salise Wright
name=Consumer
Address1=2136 W. Shakespeare Ave.
Address2=
City=Chicago
State=IL
Zip Code=60647

Comments=I support the 51-49 Majority Standard because of the following reasons and I look forward to your acceptance of the 51-49 Majority Standard resolution.

To establish a national standard that ensures the integrity of the product. The 51-49 standard is consistent with numerous other predominance and similar percentage approaches found in federal and state alcohol regulations and policies. It guarantees that the majority of the alcohol will be from the malt base.

To ensure the growth of FMBs. Flavors will be needed to expand the category to create new brands and flavors that our consumers demand. Flavors used in alcohol beverage products have been made from a neutral alcohol base for countless years. The alcohol used to manufacture a flavoring ingredient is neutral alcohol because alcohol is a safe, economical and effective medium for extracting flavors from their sources and making flavors stable and effective for use in other beverages.

To promote fairness. The federal government (with brewing industry concurrence) has for two decades allowed the use of flavors containing alcohol in beers and FMBs under 6% alcohol by volume without limitation. An entire category of malt beverages with varying taste and flavor types has been developed in reliance on that standard and it should not be eliminated now by adoption of new federal regulations.

Finally, there is no solid public policy basis or consumer need for the dire 90-10 standard. DIAGEO-Guinness USA wholesalers have benefited from our FMBs and the margins they bring. Why risk disruption of your business by supporting the strictest possible standard when both are permitted by law?