

ANHEUSER-BUSCH
Companies

1201 K Street
Suite 730
Sacramento, CA
95814
tel: (916) 442-2600

March 2, 2009

Mr. Matthew D. Botting
General Counsel
Department of Alcoholic Beverage Control
3927 Lennane Drive, Suite 100
Sacramento, CA 95834

Re: Comments of Anheuser-Busch on Proposed Rulemaking, Rule 106

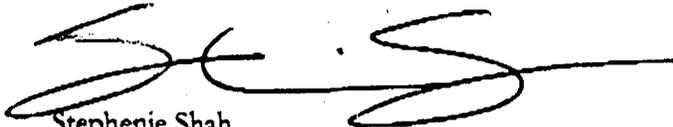
Dear Mr. Botting:

Anheuser-Busch, Incorporated supports the proposed amendments to Rule 106. The amendment to subsection (e)(2) is consistent with the legislative intent of AB 1245, which became law effective January 1, 2009. That bill amended Business and Professions Code section 25600 to allow beer manufacturers to distribute novelty items to consumers with a value of up to \$3 per unit. This amendment will remove the current inconsistency between Rule 106(e)(2) and section 25600.

Likewise, the proposed amendment to subsection (c)(2) is also consistent with the legislative intent of SB 1246 which also became law effective January 1, 2009.

Anheuser-Busch urges the Department of Alcoholic Beverage Control to adopt the proposed amendments as expeditiously as possible so that the intent of the legislature in passing AB 1245 and AB 1246 is achieved.

Respectfully submitted,



Stephenie Shah
Region Director
Government Affairs

RECEIVED

MAR 03 2009

Dept of Alcoholic Beverage Control
Director's Office

323365