

Bernie Little Distributors, Inc.

Price Promotions 2011

Sebring - Okeechobee & Glades

<u>Brands</u>	<u>Package</u>	<u>Beginning Date</u>	<u>Ending Date</u>	<u>Qty</u>	<u>Posted Price Per Case</u>	<u>Price after Posting</u>	<u>Premise Type</u>
Bud Reg & Light	15/24oz Can	01/01/11	12/31/11	5+	\$ 20.60	\$ 22.25	On & Off
Bud Reg & Light	15/24oz Can 5/3	01/01/11	12/31/11	5+	\$ 20.60	\$ 22.25	On & Off
Bud Reg & Light	15/24oz NR	01/01/11	12/31/11	5+	\$ 20.60	\$ 22.25	On & Off
Bud Light Lime	15/24oz Can	01/01/11	12/31/11	5+	\$ 20.60	\$ 22.95	On & Off
Michelob Ultra	15/24oz Can	01/01/11	12/31/11	5+	\$ 20.60	\$ 24.80	On & Off
Bud Chelada, Bud Lt Chelada	15/24oz Can	01/01/11	12/31/11	5+	\$ 28.55	\$ 30.65	On & Off
Mix & Match on above brands & packages							
Bud Reg & Light	24/16oz Can 6/4	01/01/11	02/05/11	5+	\$ 20.15	\$ 21.15	On & Off
Bud Reg & Light	24/16oz Can 6/4	02/06/11	04/02/11	5+	\$ 19.00	\$ 21.15	On & Off
Mix & Match on above brands & packages							
Bud Reg & Light	18/16oz Can	01/01/11	12/31/11	5+	\$ 14.50	\$ 18.15	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	01/01/11	02/05/11	10 - 24	\$ 13.20	\$ 13.95	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	01/01/11	02/05/11	25+	\$ 12.75	\$ 13.95	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can 2/12	01/30/11	02/26/11	10+	\$ 17.80	\$ 18.50	Off
Bud Reg, Light, Select & Select 55	24/12oz Can 2/12	03/27/11	04/30/11	10+	\$ 17.80	\$ 18.50	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	01/30/11	02/26/11	10+	\$ 17.80	\$ 18.50	On & Off
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	03/27/11	04/30/11	10+	\$ 17.80	\$ 18.50	On & Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	01/01/11	01/29/11	25+	\$ 17.80	\$ 18.50	Off
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	02/27/11	03/26/11	25+	\$ 17.80	\$ 18.50	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	01/01/11	12/31/11	10 - 59	\$ 17.35	\$ 18.60	Off
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	01/01/11	12/31/11	60+	\$ 16.55	\$ 18.60	Off
Mix & Match on above brands & packages							
Bud Reg, Light	15/16oz ALNR	01/01/11	12/31/11	3+	\$ 16.85	\$ 18.30	On & Off
Mix & Match on above brands & packages							
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	02/06/11	02/26/11	10+	\$ 19.63	\$ 21.20	Off
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	03/27/11	04/30/11	10+	\$ 19.63	\$ 21.20	Off
Mix & Match on above brands & packages							
Bud Light Lime	18/12oz Cans & LNNR	01/01/11	12/31/11	5+	\$ 14.70	\$ 15.90	Off
Mix & Match on above brands & packages							
Bud Light Lime	24/12oz LNNR	01/01/11	12/31/11	56+	\$ 19.04	\$ 21.20	Off
Bud Light Golden Wheat	24/12oz LNNR	01/01/11	12/31/11	56+	\$ 19.04	\$ 21.20	Off

<u>Brands</u>	<u>Package</u>	<u>Beginning Date</u>	<u>Ending Date</u>	<u>Qty</u>	<u>Posted Price Per Case</u>	<u>Price after Posting</u>	<u>Premise Type</u>
Busch & Light	24/12oz Can S/C	01/01/11	02/05/11	5+	\$ 13.30	\$ 13.80	Off
Busch & Light	24/12oz Can S/C	02/06/11	02/26/11	98+	\$ 13.30	\$ 13.80	Off
Busch & Light	24/12oz Can S/C	02/27/11	03/26/11	5+	\$ 13.30	\$ 13.80	Off
Busch & Light	24/12oz Can S/C	03/27/11	04/30/11	98+	\$ 13.30	\$ 13.80	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz Cans 2/12	01/01/11	12/31/11	10+	\$ 13.42	\$ 13.80	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz LNNR 2/12	01/01/11	12/31/11	10+	\$ 13.42	\$ 13.80	Off
Mix & Match on above brands & packages							
Busch & Light	24/16oz Cans 6/4	01/03/11	01/15/11	10+	\$ 14.50	\$ 17.60	Off
Mix & Match on above brands & packages							
Busch, Busch Light & Bud Ice	18/12oz Cans & LNNR	01/01/11	12/31/11	10+	\$ 9.80	\$ 10.75	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	24/12oz Can 2/12	01/01/11	02/05/11	10+	\$ 17.80	\$ 20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	01/01/11	02/05/11	10+	\$ 17.80	\$ 20.50	Off
Mic, Lt, ABk, Ultra, Ultra Amber	24/12oz LNNR 2/12	01/01/11	02/05/11	10+	\$ 17.80	\$ 20.50	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	01/01/11	02/05/11	10+	\$ 19.15	\$ 21.85	Off
Mic Lt, Ultra	24/12oz Can 2/12	02/06/11	04/02/11	10+	\$ 18.90	\$ 20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	02/06/11	04/02/11	10+	\$ 18.90	\$ 20.50	Off
Mic, Lt, ABk, Ultra, Ultra Amber	24/12oz LNNR 2/12	02/06/11	04/02/11	10+	\$ 18.90	\$ 20.50	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	02/06/11	04/02/11	10+	\$ 20.25	\$ 21.85	Off
Mix & Match on above brands & packages							
Michelob Light & Ultra	18/12oz LNNR	01/01/11	12/31/11	5+	\$ 13.70	\$ 15.45	Off
Mix & Match on above brands & packages							
Natural Light & Ice	18pk/12oz Can	01/01/11	12/31/11	5+	\$ 9.80	\$ 10.30	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz Can S/C	01/01/11	02/05/11	5+	\$ 13.30	\$ 13.80	Off
Natural Light & Ice	24/12oz Can S/C	02/06/11	02/26/11	98+	\$ 13.30	\$ 13.80	Off
Natural Light & Ice	24/12oz Can S/C	02/27/11	03/26/11	5+	\$ 13.30	\$ 13.80	Off
Natural Light & Ice	24/12oz Can S/C	03/27/11	04/30/11	98+	\$ 13.30	\$ 13.80	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz Can 2/12	01/01/11	12/31/11	10+	\$ 13.42	\$ 13.80	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz LNNR 2/12	01/01/11	12/31/11	10+	\$ 13.42	\$ 13.80	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/16oz Can 6/4	01/01/11	12/31/11	5+	\$ 14.50	\$ 15.05	Off
Mix & Match on above brands & packages							
King Cobra & Hurricane	12/32oz Qt NR	01/01/11	12/31/11	5+	\$ 14.60	\$ 15.15	Off
Mix & Match on above brands & packages							
Landshark	24/12oz LNNR 2/12	01/01/11	12/31/11	28+	\$ 21.25	\$ 24.30	Off
Landshark	24/16 Can 6/4	01/01/11	12/31/11	3+	\$ 23.95	\$ 29.35	Off

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Shock Top	24/12oz LNNR 2/12	02/13/11	04/30/11	56+	\$ 23.50	\$ 24.30	Off
Becks	24/11.2oz CAN 2/12	01/01/11	12/31/11	35+	\$ 20.95	\$ 25.55	Off
Becks, Light, Dark & Oktoberfest	24/11.2oz LNNR 2/12	01/01/11	12/31/11	35+	\$ 20.95	\$ 25.55	Off
Mix & Match on above brands & packages							
Becks	24/12oz LNNR	01/01/11	12/31/11	70+	\$ 20.95	\$ 25.55	Off
Bass	24/12oz LNNR 2/12	01/01/11	12/31/11	70+	\$ 22.85	\$ 26.30	Off
Belgian Sampler	18/11.2oz LNNR	01/01/11	12/31/11	5 - 89	\$ 19.65	\$ 21.35	Off
Belgian Sampler	18/11.2oz LNNR	01/01/11	12/31/11	90+	\$ 19.05	\$ 21.35	Off
Woodchuck Cider Amber, Dark&Dry, Granny Smith & Pear	24/12oz NR 4/6	2/1/11	2/28/11	7+	\$ 27.85	\$ 29.22	Off
Woodchuck Cider Amber, Dark&Dry, Granny Smith & Pear	24/12oz NR 4/6	4/1/11	5/31/11	7+	\$ 27.85	\$ 29.22	Off
Woodchuck Cider Amber, Dark&Dry, Granny Smith & Pear	24/12oz NR 4/6	7/1/11	9/30/11	7+	\$ 27.85	\$ 29.22	Off
Woodchuck Cider Amber, Dark&Dry, Granny Smith & Pear	24/12oz NR 4/6	11/1/11	12/31/11	7+	\$ 27.85	\$ 29.22	Off
Mix & Match on above brands & packages							
Woodchuck Variety	24/12oz NR 2/12	2/1/11	4/30/11	7+	\$ 24.50	\$ 26.20	Off
Woodchuck Variety	24/12oz NR 2/12	6/1/11	8/31/11	7+	\$ 24.50	\$ 26.20	Off
Woodchuck Variety	24/12oz NR 2/12	10/1/11	12/31/11	7+	\$ 24.50	\$ 26.20	Off
Strongbow Cider	24/12oz NR 4/6	2/1/11	2/28/11	7+	\$ 29.65	\$ 32.75	Off
Strongbow Cider	24/12oz NR 4/6	4/1/11	7/31/11	7+	\$ 29.65	\$ 32.75	Off
Strongbow Cider	24/12oz NR 4/6	9/1/11	12/31/11	7+	\$ 29.65	\$ 32.75	Off
Strongbow Cider	24/16.9oz Can 6/4	2/1/11	12/31/11	7+	\$ 44.50	\$ 46.70	Off
Seagrams Family (Wild Berries, Strawberry Daiquiri, Peach Fuzzy Navel, Classic Lime Margarita, Calypso Colada, Bahama Mama, Strawberry Margarita, Jamaican Me Happy, Lime Melonade, Black Cherry Fizz & Pink Punch)	24/12oz LNNR 6/4	01/01/11	12/31/11	20+	\$ 19.16	\$ 23.94	Off
Mix & Match on above brands & packages							
Magic Hat #9 & Magic Hat Seasonal	24/12oz NR 4/6	1/1/11	2/28/11	60+	\$ 24.15	\$ 27.85	Off
Magic Hat #9 & Magic Hat Seasonal	24/12oz NR 4/6	6/1/11	10/31/11	60+	\$ 24.15	\$ 27.85	Off
Magic Hat #9 & Magic Hat Seasonal	24/12oz NR 4/6	12/1/11	12/31/11	60+	\$ 24.15	\$ 27.85	Off
Mix & Match on above brands & packages							
Magic Hat Seasonal Variety & #9	24/12oz NR 2/12	3/1/11	5/31/11	60+	\$ 24.15	\$ 27.10	Off
Magic Hat Seasonal Variety & #9	24/12oz NR 2/12	11/1/11	11/30/11	60+	\$ 24.15	\$ 27.10	Off
Mix & Match on above brands & packages							