

Bernie Little Distributors, Inc.

Price Promotions 2011

Sebring - Hardee, Highlands & Osceola Counties

<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>	<u>Comment</u>
Bud Reg & Light	15/24oz Can	01/01/11	01/15/11	5+	\$ 20.60	\$ 22.25	On & Off	New Ending Date
Bud Reg & Light	15/24oz Can 5/3	01/01/11	01/15/11	5+	\$ 20.60	\$ 22.25	On & Off	from posting
Bud Light Lime	15/24oz Can	01/01/11	01/15/11	5+	\$ 20.60	\$ 22.95	On & Off	2011-01
Michelob Ultra	15/24oz Can	01/01/11	01/15/11	5+	\$ 20.60	\$ 24.80	On & Off	
Bud Reg & Light	15/24oz NR	01/01/11	01/15/11	5+	\$ 20.60	\$ 22.25	On & Off	
Bud Chelada, Bud Lt Chelada	15/24oz Can	01/01/11	01/15/11	5+	\$ 28.55	\$ 30.65	On & Off	
Mix & Match on above brands & packages								
Bud Reg & Light	15/24oz NR	01/16/11	12/31/11	5+	\$ 20.60	\$ 22.25	On & Off	24oz Cans Removed
Bud Chelada, Bud Lt Chelada	15/24oz Can	01/16/11	12/31/11	5+	\$ 28.55	\$ 30.65	On & Off	from M&M Promo
Mix & Match on above brands & packages								
Mic Lt, Ultra	24/12oz Can 2/12	02/06/11	02/26/11	10+	\$ 18.90	\$ 20.50	Off	New Ending Date
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	02/06/11	02/26/11	10+	\$ 18.90	\$ 20.50	Off	from posting
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	02/06/11	02/26/11	10+	\$ 18.90	\$ 20.50	Off	2011-01
Michelob Sampler Fall	24/12oz LNNR 2/12	02/06/11	02/26/11	10+	\$ 20.25	\$ 21.85	Off	
Mic Lt, Ultra	24/12oz Can 2/12	02/27/11	04/02/11	10+	\$ 17.80	\$ 20.50	Off	
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	02/27/11	04/02/11	10+	\$ 17.80	\$ 20.50	Off	
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	02/27/11	04/02/11	10+	\$ 17.80	\$ 20.50	Off	
Michelob Sampler Fall	24/12oz LNNR 2/12	02/27/11	04/02/11	10+	\$ 19.15	\$ 21.85	Off	
Mix & Match on above brands & packages								