

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>
Bud Reg & Light	24/16oz Can 6/4	04/03/11	04/30/11	5+	20.15	21.15	On & Off
Bud Reg & Light	24/16oz Can 6/4	05/01/11	07/02/11	5+	19.00	21.15	On & Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	05/01/11	05/28/11	10+	13.20	13.95	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	05/29/11	06/25/11	25+	13.20	13.95	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	06/26/11	07/30/11	10+	13.20	13.95	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can 2/12	05/22/11	07/09/11	10+	17.80	18.50	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	05/22/11	07/09/11	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	05/01/11	05/21/11	25+	17.80	18.50	Off
Mix & Match on above brands & packages							
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	05/29/11	06/25/11	10+	19.63	21.20	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz Can S/C	05/01/11	05/28/11	5+	13.30	13.80	Off
Busch & Light	24/12oz Can S/C	05/29/11	06/25/11	98+	13.30	13.80	Off
Busch & Light	24/12oz Can S/C	06/26/11	07/30/11	5+	13.30	13.80	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	24/12oz Can 2/12	04/03/11	04/23/11	10+	18.90	20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/03/11	04/23/11	10+	18.90	20.50	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/03/11	04/23/11	10+	18.90	20.50	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	04/03/11	04/23/11	10+	20.25	21.85	Off
Mic Lt, Ultra	24/12oz Can 2/12	05/01/11	05/21/11	10+	18.90	20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	05/01/11	05/21/11	10+	18.90	20.50	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	05/01/11	05/21/11	10+	18.90	20.50	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	05/01/11	05/21/11	10+	20.25	21.85	Off
Mic Lt, Ultra	24/12oz Can 2/12	05/22/11	07/09/11	10+	17.80	20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	05/22/11	07/09/11	10+	17.80	20.50	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	05/22/11	07/09/11	10+	17.80	20.50	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	05/22/11	07/09/11	10+	19.15	21.85	Off
Mix & Match on above brands & packages							

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Mic Lt & Ultra	18/12oz LNNR	04/24/11	05/21/11	5+	13.20	15.45	Off
Mic Lt & Ultra Mix & Match on above brands & packages	18/12oz LNNR	05/22/11	07/09/11	5+	13.70	15.45	Off
Natural Light & Ice	24/12oz Can S/C	05/01/11	05/28/11	5+	13.30	13.80	Off
Natural Light & Ice	24/12oz Can S/C	05/29/11	06/25/11	98+	13.30	13.80	Off
Natural Light & Ice Mix & Match on above brands & packages	24/12oz Can S/C	06/26/11	07/30/11	5+	13.30	13.80	Off