

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 NR	01/16/11	01/22/11	5+	\$ 20.60	\$ 22.25	On & Off	New Ending Date from posting 2011-07
Bud Chelada, Bud Lt Chelada	15/24oz Can	01/16/11	01/22/11	5+	\$ 28.55	\$ 30.65	On & Off	
Bud Chelada, Bud Lt Chelada	15/24oz Can	01/23/11	12/31/11	5+	\$ 28.55	\$ 30.65	On & Off	
<u>Mix & Match on above brands & packages</u>								
Mic Lt, Ultra	24/12oz Can 2/12	02/27/11	04/23/11	10+	\$ 17.80	\$ 20.50	Off	
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	02/27/11	04/23/11	10+	\$ 17.80	\$ 20.50	Off	
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	02/27/11	04/23/11	10+	\$ 17.80	\$ 20.50	Off	
Michelob Sampler Fall	24/12oz LNNR 2/12	02/27/11	04/23/11	10+	\$ 19.15	\$ 21.85	Off	
Mic Lt, Ultra	24/12oz Can 2/12	04/24/11	05/21/11	10+	18.90	20.50	Off	
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/24/11	05/21/11	10+	18.90	20.50	Off	
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/24/11	05/21/11	10+	18.90	20.50	Off	Replaces Dates on Posting 2011-09
Michelob Sampler Fall	24/12oz LNNR 2/12	04/24/11	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	
<u>Mix & Match on above brands & packages</u>								