

Bernie Little Distributors, Inc.

Price Promotions 2011

Sebring - Hardee, Highlands, Osceola, 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	24/16oz Can 6/4	07/03/11	07/30/11	5+	\$ 20.15	\$ 21.15	On & Off
Bud Reg & Light	24/16oz Can 6/4	07/31/11	10/01/11	5+	\$ 19.00	\$ 21.15	On & Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	07/31/11	08/27/11	25+	\$ 13.20	\$ 13.95	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	08/28/11	10/01/11	10+	\$ 13.20	\$ 13.95	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	07/10/11	07/30/11	25+	\$ 17.80	\$ 18.50	Off
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	09/04/11	10/01/11	25+	\$ 17.80	\$ 18.50	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can 2/12	07/31/11	09/03/11	10+	\$ 17.80	\$ 18.50	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	07/31/11	09/03/11	10+	\$ 17.80	\$ 18.50	On & Off
Mix & Match on above brands & packages							
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	07/31/11	08/27/11	10+	\$ 19.63	\$ 21.20	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz Can S/C	07/31/11	08/27/11	98+	\$ 13.30	\$ 13.80	Off
Busch & Light	24/12oz Can S/C	08/28/11	10/01/11	5+	\$ 13.30	\$ 13.80	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	24/12oz Can 2/12	07/10/11	07/30/11	10+	\$ 18.90	\$ 20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	07/10/11	07/30/11	10+	\$ 18.90	\$ 20.50	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	07/10/11	07/30/11	10+	\$ 18.90	\$ 20.50	Off
Michelob Ultra Variety Pack	24/12oz LNNR 2/12	07/10/11	07/30/11	10+	\$ 18.90	\$ 20.65	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	07/10/11	07/30/11	10+	\$ 20.25	\$ 21.85	Off
Mic Lt, Ultra	24/12oz Can 2/12	07/31/11	10/01/11	10+	\$ 17.80	\$ 20.50	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	07/31/11	10/01/11	10+	\$ 17.80	\$ 20.50	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	07/31/11	10/01/11	10+	\$ 17.80	\$ 20.50	Off
Michelob Ultra Variety Pack	24/12oz LNNR 2/12	07/31/11	10/01/11	10+	\$ 17.80	\$ 20.65	Off
Michelob Sampler Fall	24/12oz LNNR 2/12	07/31/11	10/01/11	10+	\$ 19.15	\$ 21.85	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	18/12oz LNNR	07/10/11	07/30/11	5+	\$ 13.20	\$ 15.45	Off
Mic Lt, Ultra	18/12oz LNNR	07/31/11	10/01/11	5+	\$ 13.70	\$ 15.45	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz Can S/C	07/31/11	08/27/11	98+	\$ 13.30	\$ 13.80	Off
Natural Light & Ice	24/12oz Can S/C	08/28/11	10/01/11	5+	\$ 13.30	\$ 13.80	Off
Mix & Match on above brands & packages							