



**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>	<u>Comment</u>
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	
Michelob Ultra Variety Pack	24/12oz LNNR 2/12	04/24/11	05/21/11	10+	\$ 18.90	\$ 20.65	Off	
Michelob Ultra Variety Pack	12/12oz LNNR	04/24/11	05/21/11	10+	\$ 9.45	\$ 10.33	Off	New Item
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 Ultra Variety Pack	24/12oz LNNR 2/12	05/22/11	07/09/11	10+	\$ 17.80	\$ 20.65	Off	
Michelob Ultra Variety Pack	12/12oz LNNR	05/22/11	07/09/11	10+	\$ 8.90	\$ 10.33	Off	New Item
Michelob Sampler Fall	24/12oz LNNR 2/12	05/22/11	07/09/11	10+	\$ 19.15	\$ 21.85	Off	
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 Ultra Variety Pack	12/12oz LNNR	07/10/11	07/30/11	10+	\$ 9.45	\$ 10.33	Off	New Item
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 Ultra Variety Pack	12/12oz LNNR	07/31/11	10/01/11	10+	\$ 8.90	\$ 10.33	Off	New Item
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								