



**Bernie Little Distributors, Inc.**

**Price Promotions 2011**

**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<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 Mix & Match on above brands & packages	18/16oz Can	01/01/11	10/01/11	5+	\$ 14.50	\$ 18.15	Off	New Ending Date
Bud Reg, Light, Select & Select 55 Bud Reg, Light, Select & Select 55 Mix & Match on above brands & packages	24/12oz Can S/C & LNNR	01/01/11	10/01/11	10 - 59 60+	\$ 17.35 \$ 16.55	\$ 18.60 \$ 18.60	Off Off	New Ending Date
Bud Reg, Light Mix & Match on above brands & packages	15/16oz ALNR	01/01/11	10/01/11	3+	\$ 16.85	\$ 18.30	On & Off	New Ending Date
Bud Light Lime	24/12oz LNNR	01/01/11	10/01/11	56+	\$ 19.04	\$ 21.20	Off	New Ending Date
Budweiser	24/12oz Can Cooler Pack	03/07/11	10/01/11	48+	\$ 17.35	\$ 19.40	Off	New Ending Date
Bud Lt/Lime	24/12oz Can Cooler Pack	03/21/11	10/01/11	48+	\$ 17.35	\$ 19.40	Off	New Ending Date
Bud Light	24/12oz Can Cooler Pack	05/16/11	10/01/11	48+	\$ 17.35	\$ 19.40	Off	New Ending Date
Bud Light Golden Wheat	24/12oz LNNR	01/01/11	10/01/11	56+	\$ 19.04	\$ 21.20	Off	New Ending Date
Busch & Light Mix & Match on above brands & packages	24/12oz Cans/LNNR 2/12	05/09/11	10/01/11	10+	\$ 13.42	\$ 13.80	Off	New Ending Date
Busch, Busch Light & Bud Ice Mix & Match on above brands & packages	18/12oz Cans & LNNR	01/01/11	10/01/11	10+	\$ 9.80	\$ 10.75	Off	New Ending Date
Natural Light & Ice Mix & Match on above brands & packages	18pk/12oz Can	01/01/11	10/01/11	5+	\$ 9.80	\$ 10.30	Off	New Ending Date
Natural Light & Ice Mix & Match on above brands & packages	24/12oz Can/LNNR 2/12	01/01/11	10/01/11	10+	\$ 13.42	\$ 13.80	Off	New Ending Date
Natural Light & Ice Mix & Match on above brands & packages	15/22oz NR	01/01/11	10/01/11	5+	\$ 16.30	\$ 17.35	Off	New Ending Date
Natural Light & Ice Mix & Match on above brands & packages	24/16oz Can 6/4	01/01/11	10/01/11	5+	\$ 14.50	\$ 15.05	Off	New Ending Date
King Cobra	12/32oz Qt NR	01/01/11	10/01/11	5+	\$ 14.60	\$ 15.15	Off	New Ending Date
Hurricane High Gravity Hardee, Highalnds & Ocoola Counties	24/16oz Can 6/4	01/01/11	10/01/11	5+	\$ 12.40	\$ 14.35	Off	New Ending Date
Bass	24/12oz LNNR 2/12	01/01/11	10/01/11	70+	\$ 22.85	\$ 26.30	Off	New Ending Date