

Bernie Little Distributors, Inc.

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

4th QUARTER PROMOTIONS

<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 Chelada, Bud Lt Chelada	15/24oz Can	10/02/11	12/31/11	5+	\$ 28.55	\$ 30.65	On & Off	
Bud Reg & Light	15/24oz NR	10/02/11	12/31/11	1+	\$ 21.65	\$ 23.30	On & Off	
Bud Reg & Light	15/24oz Can	10/02/11	12/31/11	1+	\$ 21.65	\$ 23.30	On & Off	
Bud Reg & Light	15/24oz Can 5/3	10/02/11	12/31/11	1+	\$ 21.65	\$ 23.30	On & Off	
Michelob Ultra	15/24oz Can	10/02/11	12/31/11	1+	\$ 21.65	\$ 25.85	On & Off	
Bud Light Lime	15/24oz Can	10/02/11	12/31/11	1+	\$ 21.30	\$ 22.95	On & Off	
Mix & Match on above brands & packages								
Bud Reg & Light	24/16oz Can 6/4	10/02/11	11/05/11	5+	\$ 21.05	\$ 22.05	On & Off	
Bud Reg & Light	24/16oz Can 6/4	11/06/11	12/31/11	5+	\$ 19.90	\$ 22.05	On & Off	
Mix & Match on above brands & packages								
Bud Reg & Light	18/16oz Can	10/02/11	12/31/11	5+	\$ 16.10	\$ 19.10	Off	
Mix & Match on above brands & packages								
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	10/02/11	10/29/11	25+	\$ 13.65	\$ 14.40	Off	
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	10/30/11	11/26/11	10+	\$ 13.65	\$ 14.40	Off	
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	11/27/11	12/31/11	25+	\$ 13.65	\$ 14.40	Off	
Mix & Match on above brands & packages								
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	10/02/11	10/29/11	10+	\$ 18.50	\$ 19.20	ON	
Bud Reg, Light, Select & Select 55	24/12oz LNNR 2/12	11/20/11	12/31/11	10+	\$ 18.50	\$ 19.20	ON	
Mix & Match on above brands & packages								
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	10/02/11	10/29/11	10+	\$ 18.50	\$ 19.20	Off	
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	10/30/11	11/19/11	25+	\$ 18.50	\$ 19.20	Off	
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	11/20/11	12/31/11	10+	\$ 18.50	\$ 19.20	Off	
Mix & Match on above brands & packages								
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	10/02/11	12/31/11	10 - 59	\$ 18.15	\$ 19.20	Off	
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	10/02/11	12/31/11	60+	\$ 17.35	\$ 19.20	Off	
Mix & Match on above brands & packages								
Bud Reg, Light	15/16oz ALNR	10/02/11	12/31/11	3+	\$ 17.50	\$ 18.95	On & Off	
Mix & Match on above brands & packages								
Bud Reg, Light	15/16oz ALNR	10/02/11	12/31/11	50+	\$ 16.50	\$ 18.95	On & Off	Highlands County Only
Mix & Match on above brands & packages								
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	10/02/11	10/29/11	10+	\$ 20.15	\$ 21.65	Off	
Bud Light Lime & Golden Wheat	24/12oz Cans & LNNR 2/12	11/27/11	12/31/11	10+	\$ 20.15	\$ 21.65	Off	
Mix & Match on above brands & packages								
Bud Light Lime	24/12oz LNNR	10/02/11	12/31/11	56+	\$ 19.49	\$ 21.65	Off	

<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>
Budweiser	24/12 Can Cooler	10/02/11	12/31/11	48+	\$ 18.10	\$ 19.95	Off	
Bud Lt/Lime Sampler Combo	24/12 Can Cooler	10/02/11	10/08/11	48+	\$ 17.35	\$ 19.40	Off	
Bud Light Cooler Pack	24/12 Can Cooler	10/02/11	12/31/11	48+	\$ 18.10	\$ 19.95	Off	
Bud Light Golden Wheat	24/12oz LNNR	10/02/11	12/31/11	56+	\$ 19.49	\$ 21.65	Off	
Busch & Light	24/12oz Can S/C	10/02/11	10/29/11	98+	\$ 14.00	\$ 14.50	Off	
Busch & Light	24/12oz Can S/C	10/30/11	11/26/11	5+	\$ 14.00	\$ 14.50	Off	
Busch & Light	24/12oz Can S/C	11/27/11	12/31/11	98+	\$ 14.00	\$ 14.50	Off	
Mix & Match on above brands & packages								
Busch & Light	24/12oz Cans & LNNR 2/12	10/02/11	12/31/11	10+	\$ 14.15	\$ 14.50	Off	
Mix & Match on above brands & packages								
Busch & Light	24/16oz Cans 6/4	10/02/11	12/31/11	5+	\$ 15.85	\$ 17.60	Off	
Mix & Match on above brands & packages								
Busch, Busch Light & Bud Ice	18/12oz Cans & LNNR	10/02/11	12/31/11	10+	\$ 10.45	\$ 10.95	Off	
Mix & Match on above brands & packages								
Mic Lt, Ultra	24/12oz Can 2/12	10/02/11	10/29/11	10+	\$ 19.60	\$ 21.20	Off	
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	10/02/11	10/29/11	10+	\$ 19.60	\$ 21.20	Off	
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	10/02/11	10/29/11	10+	\$ 19.60	\$ 21.20	Off	
Michelob Ultra Variety Pack	24/12oz LNNR 2/12	10/02/11	10/29/11	10+	\$ 19.60	\$ 21.20	Off	
Michelob Ultra Variety Pack	12/12oz LNNR	10/02/11	10/29/11	10+	\$ 9.80	\$ 10.60	Off	
Michelob Sampler Fall	24/12oz LNNR 2/12	10/02/11	10/29/11	10+	\$ 20.40	\$ 22.00	Off	
Mic Lt, Ultra	24/12oz Can 2/12	10/30/11	12/31/11	10+	\$ 18.50	\$ 21.20	Off	
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	10/30/11	12/31/11	10+	\$ 18.50	\$ 21.20	Off	
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	10/30/11	12/31/11	10+	\$ 18.50	\$ 21.20	Off	
Michelob Ultra Variety Pack	24/12oz LNNR 2/12	10/30/11	12/31/11	10+	\$ 19.60	\$ 21.20	Off	
Michelob Ultra Variety Pack	12/12oz LNNR	10/30/11	12/31/11	10+	\$ 9.80	\$ 10.60	Off	
Michelob Sampler Fall	24/12oz LNNR 2/12	10/30/11	12/31/11	10+	\$ 19.30	\$ 22.00	Off	
Mix & Match on above brands & packages								
Mic Lt & Ultra	18/12oz LNNR	10/02/11	10/29/11	5+	\$ 13.65	\$ 15.90	Off	
Mic Ultra	18/12oz Cans	10/02/11	10/29/11	5+	\$ 13.65	\$ 15.90	Off	
Mic Lt & Ultra	18/12oz LNNR	10/30/11	12/31/11	5+	\$ 14.15	\$ 15.90	Off	
Mic Ultra	18/12oz Cans	10/30/11	12/31/11	5+	\$ 14.15	\$ 15.90	Off	
Mix & Match on above brands & packages								
Natural Light & Ice	18pk/12oz Can	10/02/11	12/31/11	5+	\$ 10.45	\$ 10.95	Off	
Mix & Match on above brands & packages								
Natural Light & Ice	24/12oz Can S/C	10/02/11	10/29/11	98+	\$ 14.00	\$ 14.50	Off	
Natural Light & Ice	24/12oz Can S/C	10/30/11	11/26/11	5+	\$ 14.00	\$ 14.50	Off	
Natural Light & Ice	24/12oz Can S/C	11/27/11	12/31/11	98+	\$ 14.00	\$ 14.50	Off	
Mix & Match on above brands & packages								

<u>Brands</u>	<u>Package</u>	<u>Beginning</u> <u>Date</u>	<u>Ending</u> <u>Date</u>	<u>Qty</u>	<u>Posted</u> <u>Price Per</u> <u>Case</u>	<u>Price</u> <u>after</u> <u>Posting</u>	<u>Premise</u> <u>Type</u>	<u>Comment</u>
Natural Light & Ice Mix & Match on above brands & packages	24/12oz Cans & LNNR 2/12	10/02/11	12/31/11	10+	\$ 14.15	\$ 14.50	Off	
Natural Light & Ice Mix & Match on above brands & packages	24/16oz Can 6/4	10/02/11	12/31/11	5+	\$ 15.85	\$ 16.40	Off	
King Cobra	12/32oz Qt NR	10/02/11	12/31/11	5+	\$ 15.65	\$ 16.20	Off	
Hurricane High Gravity	24/16oz Can 6/4	10/02/11	12/31/11	5+	\$ 14.85	\$ 15.85	Off	
Bass	24/12oz LNNR 2/12	10/02/11	12/31/11	70+	\$ 22.85	\$ 26.30	Off	