

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
 (MALT BEVERAGES)**

Distributor Bernie Little Distributors, Inc. Date 01/27/12

Location Address 4105 Maine Avenue/ PO Box 1128 License No. JDBW 63-00023 KLD _____

City Eaton Park Beginning Date 04/01/12

Notice No. 2012 - 10 Page 1 of 1 Ending Date 08/18/12

Counties Where Price is in Effect: Polk

<i>BRAND NAME</i>	<i>SIZE AND PACKAGE</i>	<i>CASE QUANTITY</i>	<i>POSTED PRICE PER CASE</i>	<i>CASH PRICE AFTER POSTING</i>
SEE ATTACHMENT				
2 nd Quarter Promotions				

Off Premise
 Credit prices are \$0.50 higher per case and \$2.50 higher per keg.
 Quantities are limited to the distributor's inventory on hand.

Keith Harris
 Authorized Representative

President
 Title

Bernie Little Distributors, Inc.
Price Promotions - 2nd Quarter 2012
Eaton Park - Polk County

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Price after Posting</u>	<u>Qty</u>	<u>Premise</u>
Bud Reg & Light	24/16oz Can 6/4	04/01/12	04/28/12	21.05	22.05	5+	On & Off
Bud Reg & Light	24/16oz Can 6/4	04/29/12	06/30/12	19.90	22.05	5+	On & Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	04/29/12	05/26/12	13.65	14.40	10+	Off
Bud Reg, Light, Select & Select 55	18pk/12oz Can & LNNR	05/27/12	06/30/12	13.65	14.40	25+	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	05/06/12	05/26/12	18.50	19.20	25+	Off
Bud Reg, Light, Select & Select 55	24/12oz Can & LNNR 2/12	05/27/12	07/07/12	18.50	19.20	10+	Off
Mix & Match on above brands & packages							
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	18.15	19.20	10 - 34	Off
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	17.35	19.20	35 - 59	Off
Bud Reg, Light, Select & Select 55	24/12oz Can S/C & LNNR	04/01/12	06/30/12	16.95	19.20	60+	Off
Mix & Match on above brands & packages							
Bud Light Lime, Bud Lt Golden Wheat & Bud Lt Platinum	24/12oz Cans & LNNR 2/12	05/27/12	06/23/12	20.15	21.65	10+	Off
Mix & Match on above brands & packages							
Busch & Light	24/12oz Can S/C	04/29/12	05/26/12	14.00	14.50	5+	Off
Busch & Light	24/12oz Can S/C	05/27/12	06/23/12	14.00	14.50	98+	Off
Busch & Light	24/12oz Can S/C	06/24/12	07/28/12	14.00	14.50	5+	Off
Mix & Match on above brands & packages							
Busch & Light	24/16oz Cans 6/4	04/01/12	06/30/12	15.85	17.60	5+	Off
Mix & Match on above brands & packages							
Mic Lt, Ultra	24/12oz Can 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/01/12	04/28/12	19.60	21.20	10+	Off
Mic Lt, Ultra	24/12oz Can 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mic Lt, Ultra & Ultra Lime Cactus	24/12oz Slim Can 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mic, Lt, ABk, Ultra & Ultra Amber	24/12oz LNNR 2/12	04/29/12	07/07/12	18.50	21.20	10+	Off
Mix & Match on above brands & packages							
Natural Light & Ice	24/12oz Can S/C	04/29/12	05/26/12	14.00	14.50	5+	Off
Natural Light & Ice	24/12oz Can S/C	05/27/12	06/23/12	14.00	14.50	98+	Off
Natural Light & Ice	24/12oz Can S/C	06/24/12	07/28/12	14.00	14.50	5+	Off
Mix & Match on above brands & packages							
Natural Light, Nat Ice & Bud Ice	24/16oz Can 6/4	04/01/12	06/30/12	15.85	16.40	5+	Off
Mix & Match on above brands & packages							

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<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Price after Posting</u>	<u>Qty</u>	<u>Premise</u>
Shock Top, Wheat IPA & Shock Top Variety	24/12oz LNNR/Can 2/12	04/01/12	06/30/12	22.65	24.30	1 - 48	Off
Shock Top, Wheat IPA & Shock Top Variety	24/12oz LNNR/Can 2/12	04/01/12	06/30/12	21.90	24.30	49+	Off
Mix & Match on above brands & packages							
Shock Top, Pumpkin & Raspberry	24/12oz LNNR 4/6	04/01/12	06/30/12	23.55	24.30	49+	Off
Mix & Match on above brands & packages							
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	21.95	25.55	1 - 34	Off
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	20.95	25.55	35 - 69	Off
Becks, Light, Dark & Oktoberfest	24/12oz LNNR 2/12	04/01/12	06/30/12	20.45	25.55	70+	Off
Mix & Match on above brands & packages							
Stella Artois, Hoegaarden, Leffe Blonde & Leffe Brown	24/11.2oz LNNR 4/6	04/01/12	08/18/12	24.40	28.75	72+	Off
Mix & Match on above brands & packages							
Bass Ale	24/12oz LNNR 2/12	04/01/12	06/30/12	20.95	26.30	70+	Off