

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted</u> Price	<u>Frontline</u> Price	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Bud, Bud Lt	24/8oz Can	01/02/17	03/04/17	\$12.30	\$13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	01/02/17	03/04/17	\$11.40	\$13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	01/02/17	03/04/17	\$13.10	\$13.60	5-19	Off	
Bud & Bud Lt	24/8oz Can 2/12	01/02/17	03/04/17	\$12.20	\$13.60	20+	Off	
Michelob Ultra	24/8oz Can 2/12	01/02/17	03/04/17	\$13.50	\$14.45	5-19	Off	
Michelob Ultra	24/8oz Can 2/12	01/02/17	03/04/17	\$12.20	\$14.45	20+	Off	
Michelob Ultra	24/8oz Can	01/02/17	03/04/17	\$12.70	\$14.35	5-19	Off	
Michelob Ultra	24/8oz Can	01/02/17	03/04/17	\$11.40	\$14.35	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/8oz Can	03/06/17	04/01/17	\$12.30	\$13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	03/06/17	04/01/17	\$11.40	\$13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	03/06/17	04/01/17	\$13.10	\$13.60	5-9	Off	
Bud & Bud Lt	24/8oz Can 2/12	03/06/17	04/01/17	\$11.70	\$13.60	10+	Off	
Michelob Ultra	24/8oz Can 2/12	03/06/17	04/01/17	\$13.50	\$14.45	5-19	Off	
Michelob Ultra	24/8oz Can 2/12	03/06/17	04/01/17	\$12.20	\$14.45	20+	Off	
Michelob Ultra	24/8oz Can	03/06/17	04/01/17	\$12.70	\$14.35	5-19	Off	
Michelob Ultra	24/8oz Can	03/06/17	04/01/17	\$11.40	\$14.35	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	01/02/17	04/01/17	\$21.60	\$23.80	10+	Off	
Mich, Mich Lt, AmberBock, Ultra, Ultra Lime, Ultra Amber	24/12oz LNNR 4/6	01/02/17	04/01/17	\$21.60	\$24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 6/4	01/02/17	04/01/17	\$22.65	\$25.65	5+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can	01/02/17	04/01/17	\$20.90	\$27.60	30+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	01/02/17	04/01/17	\$14.80	\$16.90	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz LNNR 2/12	01/02/17	04/01/17	\$21.55	\$22.50	10+	ON	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	01/02/17	04/01/17	\$21.55	\$22.50	10+	OFF	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	01/02/17	04/01/17	\$20.75	\$22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	01/02/17	04/01/17	\$19.75	\$22.60	45+	Off	
Bud, Bud Lt,	24/12oz LNNR	01/02/17	04/01/17	\$20.75	\$22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	01/02/17	04/01/17	\$19.75	\$22.60	45+	Off	
Bud Light Lime	24/12oz LNNR/Can	01/02/17	04/01/17	\$22.20	\$24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	01/02/17	04/01/17	\$19.75	\$24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	01/02/17	04/01/17	\$22.20	\$24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	01/02/17	04/01/17	\$20.70	\$24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz CALNR	01/02/17	04/01/17	\$24.85	\$28.50	98+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	20/16oz CALNR	01/02/17	02/04/17	\$17.95	\$23.00	33-131	Off	
Bud, Bud Lt	20/16oz CALNR	01/02/17	02/04/17	\$17.45	\$23.00	132+	Off	
Bud, Bud Lt	20/16oz CALNR	02/06/17	04/01/17	\$19.75	\$23.00	1-32	Off	
Bud, Bud Lt	20/16oz CALNR	02/06/17	04/01/17	\$17.95	\$23.00	33+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	15/16oz ALNR/CALNR	01/02/17	04/01/17	\$13.90	\$17.25	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

Brands	Package	Start	Stop	Posted Price	Frontline Price	Qty	Premise	Comment
Bud, Bud Lt	15/16oz ALNR/CALNR	01/02/17	04/01/17	\$13.80	\$17.25	50+	ON	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Light	24/16oz ALNR/CALNR	01/02/17	04/01/17	\$21.55	\$28.50	144+	On	
Brands & Packages above may be mixed and matched to achieve qty								
Oculto	24/12oz LNNR 2/12	01/02/17	04/01/17	\$26.65	\$29.90	20+	Off	
BLL Mix a Rita	18/8oz Can Loose	01/02/17	04/01/17	\$16.55	\$18.05	5+	Off	
BLL Mix a Rita	24/8oz Can Loose	01/02/17	04/01/17	\$22.05	\$24.10	5-62	Off	
BLL Mix a Rita	24/8oz Can Loose	01/02/17	04/01/17	\$21.05	\$24.10	63+	Off	
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	01/02/17	04/01/17	\$16.95	\$18.45	5 - 59	Off	
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	01/02/17	04/01/17	\$15.85	\$18.45	60+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Land Shark	24/12oz Cans/LNNR 2/12	01/02/17	04/01/17	\$22.15	\$24.10	56-111	Off	
Land Shark	24/12oz Cans/LNNR 2/12	01/02/17	04/01/17	\$20.35	\$24.10	112+	Off	
Land Shark	24/12oz LNNR 4/6	01/02/17	04/01/17	\$21.60	\$24.55	10-111	Off	
Land Shark	24/12oz LNNR 4/6	01/02/17	04/01/17	\$20.25	\$24.55	112+	Off	
Michelob Ultra	24/16oz CALNR	01/02/17	04/01/17	\$35.85	\$37.25	5+	Off	
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra								
Lime Cactus	24/12oz Can/LNNR 2/12	01/02/17	04/01/17	\$23.90	\$24.85	5+	Off	
Michelob Ultra	24/16oz CALNR 3/8	01/02/17	04/01/17	\$35.85	\$37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum, Black Crown & Landshark	24/12oz LNNR 2/12	01/02/17	04/01/17	\$20.45	\$24.10	10+	ON	
BL Lime, Platinum & Landshark	24/12oz Cans 2/12	01/02/17	04/01/17	\$20.45	\$24.10	10+	ON	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	01/02/17	04/01/17	\$23.15	\$24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Seasonal)	24/8oz Can 2/12	01/02/17	04/01/17	\$23.15	\$24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Seasonal)	24/8oz Can 2/12	01/02/17	04/01/17	\$21.30	\$24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/02/17	01/14/17	\$15.35	\$17.00	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Natty Daddy	24/12oz Can S/C	01/02/17	01/14/17	\$14.35	\$16.10	5+	Off	
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/16/17	04/29/17	\$15.35	\$17.00	15-76	Off	
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/16/17	04/29/17	\$13.80	\$17.00	77+	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	04/29/17	\$14.35	\$16.10	5-76	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	04/29/17	\$13.80	\$16.10	77+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Busch, Busch Lt, Nat Lt, Nat Ice, Bud Ice, Rolling Rock & Busch Ice	18/12oz Cans/LNNR	01/02/17	04/01/17	\$9.35	\$12.40	40+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Ice, King Cobra, High Gravity, Natty Daddy & Rolling Rock	24/16oz Can 6/4	01/02/17	04/01/17	\$15.95	\$19.55	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Sampler	24/12oz LNNR	01/02/17	04/01/17	\$19.70	\$27.75	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Lemon	15/12oz Can	01/02/17	04/01/17	\$13.65	\$15.25	50+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Lemon	30/12oz Can 2/15	01/02/17	04/01/17	\$25.70	\$28.90	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted</u> Price	<u>Frontline</u> Price	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger	24/12oz LNNR 4/6	01/02/17	04/01/17	\$26.10	\$27.75	20-55	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger	24/12oz LNNR 4/6	01/02/17	04/01/17	\$25.10	\$27.75	56-111	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger	24/12oz LNNR 4/6	01/02/17	04/01/17	\$24.10	\$27.75	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Wild Blue & Redbridge	24/12oz LNNR 4/6	01/02/17	04/01/17	\$28.65	\$29.35	28+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Kirin Ichiban & Kirin Light	24/12oz LNNR 4/6	01/02/17	04/01/17	\$23.50	\$27.75	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, Bass & St Pauli Girl	24/12oz LNNR 4/6	01/02/17	04/01/17	\$22.05	\$24.55	56-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, Bass & St Pauli Girl	24/12oz LNNR 4/6	01/02/17	04/01/17	\$19.80	\$24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	01/02/17	02/04/17	\$20.35	\$24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	01/02/17	02/04/17	\$19.80	\$24.10	112+	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	02/06/17	02/11/17	\$19.20	\$24.10	10+	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	02/13/17	03/04/17	\$20.35	\$24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	02/13/17	03/04/17	\$19.80	\$24.10	112+	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	03/06/17	03/11/17	\$19.20	\$24.10	10+	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	03/13/17	04/08/17	\$20.35	\$24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, Bass & St Pauli Girl	24/12oz LNNR/CAN 2/12	03/13/17	04/08/17	\$19.80	\$24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	01/02/17	04/01/17	\$25.75	\$28.00	1-2	Off	
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	01/02/17	04/01/17	\$24.90	\$28.00	3+	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolate & Twisted Pretzel	24/16oz CAN 6/4	01/02/17	04/01/17	\$29.80	\$33.50	1-2	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolate & Twisted Pretzel	24/16oz CAN 6/4	01/02/17	04/01/17	\$24.90	\$33.50	3+	Off	
Johnny Appleseed	24/16oz CAN 6/4	01/02/17	04/01/17	\$29.80	\$31.95	1-2	Off	
Johnny Appleseed	24/16oz CAN 6/4	01/02/17	04/01/17	\$24.90	\$31.95	3+	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	01/02/17	04/01/17	\$29.80	\$31.95	1-2	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	01/02/17	04/01/17	\$24.90	\$31.95	3+	Off	
Bud Chelada, Bud Lt Chelada	24/16oz Can 6/4	01/02/17	04/01/17	\$29.80	\$33.50	1+	Off	
Lime a Rita & Straw ber Rita Splash	24/16oz CAN 4/6	01/02/17	04/01/17	\$29.80	\$37.50	1+	Off	
BD Root Beer & Cherry Cola	24/16oz CAN 4/6	01/02/17	04/01/17	\$29.80	\$37.50	1+	Off	
BL Lime Rita Family & Oculto	24/16oz CAN 6/4	01/02/17	04/01/17	\$29.80	\$37.50	1+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Boddington's Pub	24/16oz CAN 6/4	01/04/16	04/01/17	\$39.15	\$41.75	72+	Off	

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion & Mosaic Session IPA	24/12oz LNNR 4/6	01/02/17	04/01/17	\$27.70	\$30.90	25-55	Off	
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion & Mosaic Session IPA	24/12oz LNNR 4/6	01/02/17	04/01/17	\$26.70	\$30.90	56+	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line & Applesseed	24/12oz LNNR/Can 4/6	01/02/17	04/01/17	\$27.70	\$30.90	25-55	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line & Applesseed	24/12oz LNNR/Can 4/6	01/02/17	04/01/17	\$26.70	\$30.90	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Choc, Pretzel & Ginger	24/12oz LNNR/Can 2/12	01/02/17	04/01/17	\$24.60	\$27.75	14-55	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Choc, Pretzel & Ginger	24/12oz LNNR/Can 2/12	01/02/17	04/01/17	\$23.60	\$27.75	56-111	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Choc, Pretzel & Ginger	24/12oz LNNR/Can 2/12	01/02/17	04/01/17	\$22.60	\$27.75	112+	Off	
Goose 312, 312 Pale, Honkers, IPA, Winter, Summer, Fall, Harvest Ale, Endless IPA, Winter, Four Star, Green Line & Johnny Applesseed	24/12oz LNNR/CN 2/12	01/02/17	04/01/17	\$26.25	\$29.65	14-55	Off	
Goose 312, 312 Pale, Honkers, IPA, Winter, Summer, Fall, Harvest Ale, Endless IPA, Winter, Four Star, Green Line & Johnny Applesseed	24/12oz LNNR/CN 2/12	01/02/17	04/01/17	\$25.25	\$29.65	56+	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	01/02/17	04/01/17	\$27.50	\$33.30	14-199	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	01/02/17	04/01/17	\$26.50	\$33.30	200+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Goose Seasonal Sampler	24/12oz Can	01/02/17	04/01/17	\$25.45	\$28.85	14-55	Off	
Goose Seasonal Sampler	24/12oz Can	01/02/17	04/01/17	\$24.45	\$28.85	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	04/01/17	\$26.80	\$28.85	10-55	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	04/01/17	\$25.50	\$28.85	56-111	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	04/01/17	\$24.50	\$28.85	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Stella Artois	20/9.6oz LNR	01/02/17	04/01/17	\$19.90	\$21.95	3+	Off	
Stella Artois, Cidre, Hoegaarden, Lefe Blonde/Brown	24/11.2oz LNNR/Can 4/6	01/02/17	04/01/17	\$26.75	\$32.55	72-111	Off	
Stella Artois, Cidre, Hoegaarden, Lefe Blonde/Brown	24/11.2oz LNNR/Can 4/6	01/02/17	04/01/17	\$25.75	\$32.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Kona Longboard, Fire Rock, Pipeline, Wailua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman	24/12oz LNNR 4/6	01/02/17	01/28/17	\$25.56	\$28.76	15+	On & Off	
Kona Longboard, Fire Rock, Pipeline, Wailua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman	24/12oz LNNR 4/6	02/27/17	04/01/17	\$25.56	\$28.76	15+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Kona Longboard, Castaway, Variety & Big Wave	2/12/12 LNNR & Can	01/09/17	01/28/17	\$23.98	\$27.18	25+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Redhook ESB, IPA, Pilsner, Audible & Seasonal	24/12oz LNNR 4/6	01/30/17	02/25/17	\$23.97	\$27.17	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Redhook KCCO Black & Gold	24/12oz LNNR 4/6	04/01/16	12/31/16	\$25.56	\$27.98	15+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Widmer Hefeweizen, Drop Top Amber Ale, Drifter Pale Ale, Rotator IPA, Upheaval, Alchemy & BRRR	24/12oz LNNR 4/6	01/30/17	02/25/17	\$28.80	\$32.00	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Widmer Omission IPA, Lager & Pale Ale	24/12oz LNNR 4/6	01/30/17	04/29/17	\$28.80	\$32.00	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
SweetWater 420, IPA & Tacklebox	24/12oz LNNR/Can 2/12	1/2/17	12/30/17	\$27.00	\$29.15	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
SweetWater 420, IPA	24/16oz Can 6/4	1/2/17	12/30/17	\$28.50	\$33.45	2+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
3 Daughters Beach Blonde, Rod Bender, Stern Line & Bimini Twist	24/12oz Can 4/6	1/1/17	1/28/17	\$26.95	\$30.00	50+	Off	
3 Daughters Beach Blonde, Rod Bender, Stern Line & Bimini Twist	24/12oz Can 4/6	1/30/17	2/25/17	\$28.00	\$30.00	3+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Seagram's Variety	24/12oz Can/LNR 2/12	01/02/17	03/31/17	\$18.00	\$18.90	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Seagrams Family (Wild Berries, Strawberry Daiquiri, Peach Fuzzy Navel, Classic Lime Margarita, Calypso Colada, Black Cherry Fizz, Bahama Mama, Jamaican Me Happy, Lime Melonade, Pink Punch, Sangria, Mango, Mimosa, Raspberry Lemonade, Watermelon Splash, Blackberry Breezer, Kiwi Strawberry, Aloha Tini, Apple Pomegranate, Orange Swirl & Pink Pineapple)	24/12oz LNNR 6/4	01/02/17	03/31/17	\$19.16	\$23.94	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	1/2/17	1/28/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	2/20/17	3/25/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	4/17/17	5/13/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	6/5/17	6/24/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	7/17/17	8/19/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	9/11/17	10/14/17	\$28.00	\$30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	11/6/17	12/9/17	\$28.00	\$30.30	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Big Storm Dunder & Blixem	6/4/16oz CAN	10/30/17	12/30/17	\$40.95	\$44.95	3+	Off	

Bernie Little Distributors, Inc.
Price Promotions - 1st Quarter 2017
Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Sebring - Hardee, Highlands, Okeechobee								

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Corona X, Lt, PC, ME, NM, Victoria & Cervezas Clasicas	24/12 LNNR 2/12 & 2/12 Can	1/2/17	4/1/17	\$ 27.00	\$ 29.15	14-44	Off	
Corona X, Lt, PC, ME, NM, Victoria & Cervezas Clasicas	24/12 LNNR 2/12 & 2/12 Can	1/2/17	4/1/17	\$ 26.40	\$ 29.15	45+	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	4/1/17	\$ 27.00	\$ 28.85	14-44	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	4/1/17	\$ 26.40	\$ 28.85	45-59	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	4/1/17	\$ 25.75	\$ 28.85	60+	Off	
Mix & Match on above brands & packages								

Corona X, Lt Coronita	18/12oz LNNR & CAN 24/7oz NR LS	1/2/17	4/1/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Corona X, Lt Coronita	18/12oz LNNR & CAN 24/7oz NR LS	1/2/17	4/1/17	\$ 19.45	\$ 21.75	25+	On & Off	
Mix & Match on above brands & packages								

Modelo Especial	24/12oz Can Loose	1/2/17	4/1/17	\$ 22.80	\$ 23.60	5+	On & Off	
-----------------	-------------------	--------	--------	----------	----------	----	----------	--

Modelo Especial, Victoria	24/12oz Can 2/12	1/2/17	4/1/17	\$ 22.80	\$ 24.20	5+	On & Off	
---------------------------	------------------	--------	--------	----------	----------	----	----------	--

Modelo Especial	18/12oz CAN	1/2/17	4/1/17	\$ 16.80	\$ 17.50	5+	Off	
-----------------	-------------	--------	--------	----------	----------	----	-----	--

Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	4/1/17	\$ 29.05	\$ 29.75	14-29	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	4/1/17	\$ 27.50	\$ 29.75	30-49	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	4/1/17	\$ 26.60	\$ 29.75	50+	On	
Mix & Match on above brands & packages								

Corona X, Lt, Mix & Match on above brands & packages	24/12oz Can 2/12	1/2/17	4/1/17	\$ 26.40	\$ 29.15	5+	On	
---	------------------	--------	--------	----------	----------	----	----	--

Corona Lt, Modelo Especial & Negra Modelo Mix & Match on above brands & packages	1/4 BBL	1/2/17	4/1/17	\$ 80.00	\$ 85.00	10+	On	
---	---------	--------	--------	----------	----------	-----	----	--

Modelo Especial	1/2 BBL	1/2/17	4/1/17	\$ 145.00	\$ 155.00	10+	On	
-----------------	---------	--------	--------	-----------	-----------	-----	----	--