

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

Distributor Bernie Little Distributors, Inc. Date 4/14/17

Location Address 8049 Associate Blvd License No. JDBW 38-00440 KLD _____

City Sebring Beginning Date 4/24/17

Notice No. 2017 - 23 Page 1 of 1 Ending Date See Attached

Counties Where Price is in Effect: Hardee, Highlands, Okeechobee, Glades & Osceola

<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				
Updated promotions				
From posting 2017-22				

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 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

UPDATED FROM POSTING 2017-22

UPDATES ARE IN RED

Brands	Package	Start	Stop	Posted Price	Frontline Price	Qty	Premise	Comment
Bud, Bud Lt	24/8oz Can	03/13/17	07/02/17	\$12.30	\$13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	03/13/17	07/02/17	\$11.40	\$13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	03/13/17	07/02/17	\$13.10	\$13.60	5-19	Off	
Bud & Bud Lt	24/8oz Can 2/12	03/13/17	07/02/17	\$12.20	\$13.60	20+	Off	
Michelob Ultra	24/8oz Can 2/12	03/13/17	07/02/17	\$13.50	\$14.45	5-19	Off	
Michelob Ultra	24/8oz Can 2/12	03/13/17	07/02/17	\$12.20	\$14.45	20+	Off	
Michelob Ultra	24/8oz Can	03/13/17	07/02/17	\$12.70	\$14.35	5-19	Off	
Michelob Ultra	24/8oz Can	03/13/17	07/02/17	\$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	04/03/17	04/16/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	04/03/17	04/16/17	21.60	24.55	10+	Off	
Land Shark	24/12oz LNNR 4/6	04/03/17	04/16/17	15.85	24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	04/17/17	07/02/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	04/17/17	07/02/17	21.60	24.55	10+	Off	
Land Shark	24/12oz LNNR 4/6	04/17/17	07/02/17	21.60	24.55	10-111	Off	
Land Shark	24/12oz LNNR 4/6	04/17/17	07/02/17	20.25	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	06/19/17	06/25/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	06/19/17	06/25/17	21.60	24.55	10+	Off	
Land Shark	24/12oz LNNR 4/6	06/19/17	06/25/17	16.50	24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	06/26/17	07/02/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	06/26/17	07/02/17	21.60	24.55	10+	Off	
Land Shark	24/12oz LNNR 4/6	06/26/17	07/02/17	21.60	24.55	10-111	Off	
Land Shark	24/12oz LNNR 4/6	06/26/17	07/02/17	20.25	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 6/4	09/12/16	07/02/17	22.65	25.65	5+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 3/8	06/05/17	06/25/17	19.45	25.20	25+	Off	
Michelob Ultra	24/16oz Can 3/8	06/05/17	06/25/17	19.45	27.10	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz CALNR 3/8	04/03/17	04/16/17	23.45	27.60	30+	Off	
Bud, Bud Lt	24/16oz CALNR 3/8	05/01/17	05/14/17	23.45	27.60	30+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can	09/12/16	07/02/17	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	09/12/16	04/30/17	14.80	16.90	20+	Off	STOP DATE CHANGE
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	05/01/17	05/14/17	13.95	16.90	20+	Off	NEW
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	05/15/17	07/02/17	14.80	16.90	20+	Off	NEW
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz LNNR 2/12	09/12/16	07/02/17	21.55	22.50	10+	On	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

UPDATED FROM POSTING 2017-22

UPDATES ARE IN RED

<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>
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	03/22/17	05/17/17	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 & LNNR 2/12	05/18/17	05/28/17	21.55	22.50	10-49	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	05/18/17	05/28/17	17.80	22.50	50+	Off	
Bud & Bud Light	24/16oz CALNR 3/8	05/18/17	05/28/17	25.45	27.60	1+	Off	
Michelob, Mich Lt, Ultra, Ultra Amber, Amber Bock, Ultra Lime	24/12oz Can & LNNR 2/12	05/18/17	05/28/17	23.90	24.85	5-49	Off	
Michelob, Mich Lt, Ultra, Ultra Amber, Amber Bock, Ultra Lime	24/12oz Can & LNNR 2/12	05/18/17	05/28/17	17.80	24.85	50+	Off	
Michelob Ultra	24/16oz CALNR 3/8	05/18/17	05/28/17	35.85	37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	05/29/17	06/21/17	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 & LNNR 2/12	06/22/17	07/02/17	21.55	22.50	10-49	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	06/22/17	07/02/17	17.80	22.50	50+	Off	
Bud & Bud Light	24/16oz CALNR 3/8	06/22/17	07/02/17	25.45	27.60	1+	Off	
Michelob, Mich Lt, Ultra, Ultra Amber, Amber Bock, Ultra Lime	24/12oz Can & LNNR 2/12	06/22/17	07/02/17	23.90	24.85	5-49	Off	
Michelob, Mich Lt, Ultra, Ultra Amber, Amber Bock, Ultra Lime	24/12oz Can & LNNR 2/12	06/22/17	07/02/17	17.80	24.85	50+	Off	
Michelob Ultra	24/16oz CALNR 3/8	06/22/17	07/02/17	35.85	37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	07/02/17	20.75	22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	07/02/17	19.75	22.60	45+	Off	
Bud, Bud Lt,	24/12oz LNNR	09/12/16	07/02/17	20.75	22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	09/12/16	07/02/17	19.75	22.60	45+	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	07/02/17	22.20	24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	07/02/17	19.75	24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	07/02/17	22.20	24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	07/02/17	20.70	24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Light , Select	24/16oz ALNR/CALNR	01/02/17	07/02/17	\$21.55	\$28.50	144+	On	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz CALNR	09/12/16	07/02/17	24.85	28.50	98+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	20/16oz CALNR	02/06/17	07/02/17	17.95	23.00	33+	Off	
Bud, Bud Lt	20/16oz CALNR	04/17/17	07/02/17	17.45	23.00	66+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Lt Lime & Platinum	24/16 CALNR 3/8	03/27/17	07/02/17	30.67	36.15	10+	On	
Brands & Packages above may be mixed and matched to achieve qty								
Oculito	24/12oz LNNR 2/12	09/12/16	07/02/17	26.65	29.90	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	09/12/16	07/02/17	16.95	18.45	5 - 59	Off	
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	09/12/16	07/02/17	15.85	18.45	60+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

UPDATED FROM POSTING 2017-22

UPDATES ARE IN RED

<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>
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra								
Lime Cactus	24/12oz Can/LNNR 2/12	11/24/16	05/17/17	23.90	24.85	5+	Off	
Michelob Ultra	24/16oz CALNR 3/8	11/24/16	05/17/17	35.85	37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra								
Lime Cactus	24/12oz Can/LNNR 2/12	05/29/17	06/21/17	23.90	24.85	5+	Off	
Michelob Ultra	24/16oz CALNR 3/8	05/29/17	06/21/17	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	09/12/16	07/02/17	20.45	24.10	10+	ON	
BL Lime, Platinum & Landshark	24/12oz Cans 2/12	09/12/16	07/02/17	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	03/22/17	04/30/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	03/22/17	04/30/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	03/22/17	04/30/17	21.30	24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	05/01/17	05/07/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	05/01/17	05/07/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	05/01/17	05/07/17	21.30	24.10	7-26	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	05/01/17	05/07/17	13.70	24.10	27+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	05/08/17	06/25/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	05/08/17	06/25/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	05/08/17	06/25/17	21.30	24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	06/26/17	07/02/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/02/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/02/17	21.30	24.10	7-26	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/02/17	13.70	24.10	27+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Light Lime, Platinum & Black Crown	24/12oz LNNR 4/6	04/03/17	04/30/17	21.60	24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Lt Platinum & Black Crown	24/12oz LNNR 4/6	05/01/17	05/07/17	21.60	24.55	10+	Off	
Bud Light Lime	24/12oz LNNR 4/6	05/01/17	05/07/17	21.60	24.55	10-14	Off	
Bud Light Lime	24/12oz LNNR 4/6	05/01/17	05/07/17	15.85	24.55	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Light Lime, Platinum & Black Crown	24/12oz LNNR 4/6	05/08/17	07/02/17	21.60	24.55	10+	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	01/16/17	07/02/17	15.35	17.00	15-76	Off	
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/16/17	07/02/17	13.80	17.00	77+	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	07/02/17	15.35	16.10	1-4	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	07/02/17	14.35	16.10	5-76	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	07/02/17	13.80	16.10	77+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

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<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>
Busch, Busch Lt, Nat Lt, Nat Ice, Bud Ice, Rolling Rock & Busch Ice	18/12oz Cans/LNNR	04/03/17	04/16/17	10.95	12.40	20-39	Off	
Busch, Busch Lt, Nat Lt, Nat Ice, Bud Ice, Rolling Rock & Busch Ice	18/12oz Cans/LNNR	04/03/17	04/16/17	9.35	12.40	40+	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	04/17/17	07/02/17	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	07/02/17	\$15.95	\$19.55	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Busch, Busch Lt, Natural Lt, Natural Ice	24/16oz Can 6/4	04/24/17	04/29/17	\$16.55	\$19.55	20+	Off	NEW
Brands & Packages above may be mixed and matched to achieve qty								
Spiked Seltzer Family (Lime, Orange, Gpfrt, Cran)	24/12oz LNR-Can 4/6	04/24/17	04/29/17	\$19.20	\$28.50	5+	Off	NEW
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Sampler	24/12oz LNNR	09/12/16	07/02/17	19.70	27.75	56+	Off	
Shock Top & Shock Top Lemon	15/12oz Can	09/12/16	07/02/17	13.65	15.25	50+	Off	
Shock Top & Shock Top Lemon	30/12oz Can 2/15	09/12/16	07/02/17	25.70	28.90	25+	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	03/13/17	06/10/17	27.10	27.75	1-19	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	03/13/17	06/10/17	26.10	27.75	20-55	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	03/13/17	06/10/17	25.10	27.75	56-111	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	03/13/17	06/10/17	24.10	27.75	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/12/17	06/18/17	27.10	27.75	1-19	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/12/17	06/18/17	19.20	27.75	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/02/17	27.10	27.75	1-19	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/02/17	26.10	27.75	20-55	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/02/17	25.10	27.75	56-111	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/02/17	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	11/14/16	07/02/17	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	11/14/16	07/02/17	23.50	27.75	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli & Bass	24/12oz LNNR 4/6	09/12/16	05/21/17	22.05	24.55	56-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli & Bass	24/12oz LNNR 4/6	09/12/16	05/21/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire	24/12oz LNNR 4/6	05/22/17	05/28/17	16.50	24.55	20+	Off	
Bass Ale, S Pauli & Beck's NA	24/12oz LNNR 4/6	05/22/17	05/28/17	22.05	24.55	56-111	Off	
Bass Ale, St Pauli & Beck's NA	24/12oz LNNR 4/6	05/22/17	05/28/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

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Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli & Bass	24/12oz LNNR 4/6	05/29/17	07/02/17	22.05	24.55	56-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli & Bass	24/12oz LNNR 4/6	05/29/17	07/02/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	03/06/17	04/16/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	03/06/17	04/16/17	19.80	24.10	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	03/06/17	04/16/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	03/06/17	04/16/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	04/17/17	04/23/17	19.20	24.10	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	04/17/17	04/23/17	19.20	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	04/24/17	05/07/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	04/24/17	05/07/17	19.80	24.10	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	04/24/17	05/07/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	04/24/17	05/07/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	05/08/17	05/14/17	19.20	24.10	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	05/08/17	05/14/17	19.20	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	05/15/17	06/11/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	05/15/17	06/11/17	19.80	24.10	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	05/15/17	06/11/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	05/15/17	06/11/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	06/12/17	06/18/17	19.20	24.10	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	06/12/17	06/18/17	19.20	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	19.80	24.10	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

UPDATED FROM POSTING 2017-22

UPDATES ARE IN RED

<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>
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	02/06/17	07/02/17	25.75	28.00	1-2	Off	
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	02/06/17	07/02/17	24.90	28.00	3+	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolatte & Twisted Pretzel	24/16oz CAN 6/4	02/06/17	07/02/17	29.80	33.50	1-2	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolatte & Twisted Pretzel	24/16oz CAN 6/4	02/06/17	07/02/17	24.90	33.50	3+	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	02/06/17	07/02/17	29.80	31.95	1-2	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	02/06/17	07/02/17	24.90	31.95	3+	Off	
Bud Chelada, Bud Lt Chelada	24/16oz Can 6/4	02/06/17	07/02/17	29.80	33.50	1+	Off	
Rita Splash (Lime, Strawberry & Pineapple)	24/16oz CAN 4/6	02/06/17	07/02/17	29.80	37.50	1+	Off	
BL Lime Rita Family & Oculito	24/16oz CAN 6/4	02/06/17	07/02/17	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	07/02/17	39.15	41.75	72+	Off	
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	03/20/17	06/25/17	27.70	30.90	25-55	Off	
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	03/20/17	06/25/17	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, Preseason	24/12oz LNNR/Can 4/6	03/20/17	06/25/17	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, Preseason	24/12oz LNNR/Can 4/6	03/20/17	06/25/17	26.70	30.90	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	06/26/17	07/02/17	19.20	30.90	10+	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, Preseason	24/12oz LNNR/Can 4/6	06/26/17	07/02/17	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, Preseason	24/12oz LNNR/Can 4/6	06/26/17	07/02/17	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, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	07/02/17	24.60	27.75	14-55	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	07/02/17	23.60	27.75	56-111	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	07/02/17	22.60	27.75	112+	Off	
Goose 312, 312 Pale, Honkers, IPA, Winter, Summer, Fall, Harvest Ale, Endless IPA, Winter, Four Star, Green Line, Seasonals	24/12oz LNNR/CN 2/12	01/23/17	07/02/17	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, Seasonals	24/12oz LNNR/CN 2/12	01/23/17	07/02/17	25.25	29.65	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Goose Seasonal Sampler	24/12oz Can	01/02/17	07/02/17	25.45	28.85	14-55	Off	
Goose Seasonal Sampler	24/12oz Can	01/02/17	07/02/17	24.45	28.85	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

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Brands	Package	Start	Stop	Posted Price	Frontline Price	Qty	Premise	Comment
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	07/02/17	26.80	28.85	10-55	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	07/02/17	25.50	28.85	56-111	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	07/02/17	24.50	28.85	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Stella Artois	20/9.6oz LNR	09/12/16	07/02/17	19.90	21.95	3+	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	04/03/17	04/23/17	26.40	32.55	56-111	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	04/03/17	04/23/17	25.75	32.55	112-215	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	04/03/17	04/23/17	24.46	32.55	216+	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/03/17	04/23/17	30.30	33.30	1-4	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/03/17	04/23/17	27.00	33.30	5-55	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/03/17	04/23/17	26.40	33.30	56-111	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/03/17	04/23/17	25.75	33.30	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR 4/6	04/24/17	04/30/17	26.40	32.55	56-111	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR 4/6	04/24/17	04/30/17	25.75	32.55	112-215	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR 4/6	04/24/17	04/30/17	24.46	32.55	216+	Off	
Stella Artois	24/11.2oz Can 4/6	04/24/17	04/30/17	21.60	32.55	10+	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/24/17	04/30/17	30.30	33.30	1-4	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/24/17	04/30/17	27.00	33.30	5-55	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/24/17	04/30/17	26.40	33.30	56-111	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	04/24/17	04/30/17	25.75	33.30	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	07/02/17	26.40	32.55	56-111	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	07/02/17	25.75	32.55	112-215	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	07/02/17	24.46	32.55	216+	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	07/02/17	30.30	33.30	1-4	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	07/02/17	27.00	33.30	5-55	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	07/02/17	26.40	33.30	56-111	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	07/02/17	25.75	33.30	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	05/01/17	05/28/17	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	04/03/17	04/30/17	23.98	27.18	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	04/03/17	04/30/17	28.80	32.00	15+	Off	
Widmer Hefeweizen, Drop Top Amber Ale, Drifter Pale Ale, Rotator IPA, Upheaval, Alchemy & BRRR	24/12oz LNNR 4/6	05/29/17	07/02/17	28.80	32.00	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

Bernie Little Distributors, Inc.

Price Promotions - 2nd Quarter 2017

Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

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UPDATES ARE IN RED

<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 & Tacklebox	24/12oz LNNR/Can 2/12	10/10/16	12/30/17	27.00	29.15	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
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 & Blonde Coffee	24/12oz Can 4/6	4/30/17	6/3/17	28.00	30.00	3+	Off	
3 Daughters Beach Blonde, Rod Bender, Stern Line, Bimini Twist & Blonde Coffee	24/12oz Can 4/6	6/25/17	7/22/17	28.00	30.00	3+	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	11/01/16	12/31/17	19.16	23.94	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Magic Hat Family (#9, Dream Machine, Vinyl, Rye, Electric Peel, Circus Boy, Limited Rls, Seasonals)	24/12oz NR 4/6	5/1/17	6/30/17	27.27	30.30	5+	Off	
Magic Hat Family (#9, Dream Machine, Vinyl, Rye, Electric Peel, Circus Boy, Limited Rls, Seasonals)	24/12oz NR 4/6	9/1/17	10/31/17	27.27	30.30	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Magic Hat Family (#9, Variety Packs & Seasonals)	24/12oz 2/12 NR & Cn	3/1/17	4/30/17	24.15	27.10	5+	Off	
Magic Hat Family (#9, Variety Packs & Seasonals)	24/12oz 2/12 NR & Cn	7/1/17	8/31/17	24.15	27.10	5+	Off	
Magic Hat Family (#9, Variety Packs & Seasonals)	24/12oz 2/12 NR & Cn	12/1/17	12/31/17	24.15	27.10	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
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	

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<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	7/2/17	\$ 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	7/2/17	\$ 26.40	\$ 29.15	45+	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	7/2/17	\$ 27.00	\$ 28.85	14-44	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	7/2/17	\$ 26.40	\$ 28.85	45-59	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	7/2/17	\$ 25.75	\$ 28.85	60+	Off	
Mix & Match on above brands & packages								

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

Modelo Especial	24/12oz Can Loose	1/2/17	7/2/17	\$ 22.80	\$ 23.60	5+	On & Off	
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Modelo Especial, Victoria	24/12oz Can 2/12	1/2/17	7/2/17	\$ 22.80	\$ 24.20	5+	On & Off	
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Modelo Especial	18/12oz CAN	1/2/17	7/2/17	\$ 16.80	\$ 17.50	5+	Off	
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Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	7/2/17	\$ 29.05	\$ 29.75	14-29	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	7/2/17	\$ 27.50	\$ 29.75	30-49	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	7/2/17	\$ 26.60	\$ 29.75	50+	On	
Mix & Match on above brands & packages								

Corona X, Lt	24/12oz Can 2/12	1/2/17	7/2/17	\$ 26.40	\$ 29.15	5+	On	
Mix & Match on above brands & packages								

Corona Lt, Modelo Especial & Negra Modelo	1/4 BBL	1/2/17	7/2/17	\$ 80.00	\$ 85.00	10+	On	
Mix & Match on above brands & packages								

Modelo Especial	1/2 BBL	1/2/17	7/2/17	#####	\$155.00	10+	On	
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