

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

Distributor Bernie Little Distributing, LLC Date 12/10/2010

Location Address 1314 SW 17th Street License No. JDBW _____ KLD 52-02329

City Ocala, FL Beginning Date January 1, 2011

Notice No. 2011 - 3 Page 1 of 1 Ending Date December 31, 2011

Counties Where Price is in Effect: Marion, Citrus, Sumter, Levy, Dixie, and Trade Area of Lake and Putnam

<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>
*** Please see attachment – New Price Promotions				

The above price differentials apply to off-premise retailers only. Price differentials apply on a mix & match basis within quantity discount groups. Quantities may be limited to preserve the quality of the product or to inventory on hand. Credit prices are \$0.30 higher per case, \$2.00 higher per keg. All prices include a standard delivery fee and a fuel surcharge.

Ken Daley
Authorized Representative

President
Title

Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Anheuser-Busch										
1135	Budweiser	15/24 CAN	18200-00466	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
5335	Bud Light	15/24 CAN	18200-00468	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
1153	Budweiser	15/24 CAN 5/3	18200-99847	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
5353	Bud Light	15/24 CAN 5/3	18200-99854	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
1114	Budweiser	15/24 NR	18200-00352	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
5314	Bud Light	15/24 NR	18200-00353	1/1/2011	12/31/2011	5+	\$20.60	\$22.25	Mix&Match	All Counties
15324	Bud Light Lime	15/24 CAN	18200-00266	1/1/2011	12/31/2011	5+	\$20.60	\$22.95	Mix&Match	All Counties
7735	Michelob Ultra	15/24 CAN	18200-00400	1/1/2011	12/31/2011	5+	\$20.60	\$24.80	Mix&Match	All Counties
1144	Budweiser	24/16 CAN 6/4	18200-00537	1/1/2011	2/5/2011	5+	\$20.15	\$21.15	Mix&Match	All Counties
5344	Bud Light	24/16 CAN 6/4	18200-00538	1/1/2011	2/5/2011	5+	\$20.15	\$21.15	Mix&Match	All Counties
1144	Budweiser	24/16 CAN 6/4	18200-00537	2/6/2011	4/2/2011	5+	\$19.00	\$21.15	Mix&Match	All Counties
5344	Bud Light	24/16 CAN 6/4	18200-00538	2/6/2011	4/2/2011	5+	\$19.00	\$21.15	Mix&Match	All Counties
11144	Bud Chelada	24/16 CAN 6/4	18200-00863	1/1/2011	12/31/2011	1+	\$26.20	\$29.55		All Counties
15344	Bud Light Chelada	24/16 CAN 6/4	18200-00866	1/1/2011	12/31/2011	1+	\$26.20	\$29.55		All Counties
1148	Budweiser	15/16 ALNR	18200-96539	1/1/2011	12/31/2011	3+	\$16.85	\$18.30	Mix&Match	All Counties
5348	Bud Light	15/16 ALNR	18200-96538	1/1/2011	12/31/2011	3+	\$16.85	\$18.30	Mix&Match	All Counties
1129	Budweiser	24/12 LS PREPRINT BTLS	18200-11349	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
5329	Bud Light	24/12 LS PREPRINT BTLS	18200-53349	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
5229	Bud Select	24/12 LS PREPRINT BTLS	18200-96644	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 LS PREPRINT BTLS	18200-96252	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
1168	Budweiser	24/12 CAN LS	18200-11168	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
5368	Bud Light	24/12 CAN LS	18200-53168	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
15268	Select 55	24/12 CAN LS	18200-96226	1/1/2011	12/31/2011	10-59	\$17.35	\$18.60	Mix&Match	All Counties
1129	Budweiser	24/12 LS PREPRINT BTLS	18200-11349	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
5329	Bud Light	24/12 LS PREPRINT BTLS	18200-53349	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
5229	Bud Select	24/12 LS PREPRINT BTLS	18200-96644	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
15229	Select 55	24/12 LS PREPRINT BTLS	18200-96252	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
1168	Budweiser	24/12 CAN LS	18200-11168	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
5368	Bud Light	24/12 CAN LS	18200-53168	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
15268	Select 55	24/12 CAN LS	18200-96226	1/1/2011	12/31/2011	60+	\$16.55	\$18.60	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	1/1/2011	2/5/2011	1-24	\$13.20	\$13.95	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	1/1/2011	2/5/2011	25+	\$12.75	\$13.95	Mix&Match	All Counties

Credit prices are \$.30 higher per case, \$2.00 per keg. All prices include a standard delivery fee and a fuel surcharge.

Quantities may be limited to preserve the quality of product or inventory on hand.

Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted	Cash	Notes	County Restrictions
							Price Per Case	Price After Posting		
1118	Budweiser	18/12 CAN	18200-11218	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	2/6/2011	2/26/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	2/27/2011	3/26/2011	1+	\$13.20	\$13.95	Mix&Match	All Counties
1118	Budweiser	18/12 CAN	18200-11218	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5318	Bud Light	18/12 CAN	18200-53218	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5218	Bud Select	18/12 CAN	18200-96670	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15218	Select 55	18/12 CAN	18200-96244	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1138	Budweiser	18/12 NRLN	18200-11308	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5338	Bud Light	18/12 NRLN	18200-53308	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
5238	Bud Select	18/12 NRLN	18200-96665	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
15238	Select 55	18/12 NRLN	18200-96200	3/27/2011	4/30/2011	25+	\$13.20	\$13.95	Mix&Match	All Counties
1146	Budweiser	24/12 CAN 2/12	18200-11047	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5346	Bud Light	24/12 CAN 2/12	18200-53047	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	1/1/2011	1/29/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
1146	Budweiser	24/12 CAN 2/12	18200-11047	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
5346	Bud Light	24/12 CAN 2/12	18200-53047	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	1/30/2011	2/26/2011	1+	\$17.80	\$18.50		All Counties
1146	Budweiser	24/12 CAN 2/12	18200-11047	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5346	Bud Light	24/12 CAN 2/12	18200-53047	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	2/27/2011	3/26/2011	25+	\$17.80	\$18.50	Mix&Match	All Counties

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Quantities may be limited to preserve the quality of product or inventory on hand.

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Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Anheuser-Busch										
5346	Bud Light	24/12 CAN 2/12	18200-53047	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
5246	Bud Select	24/12 CAN 2/12	18200-07987	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
15246	Select 55	24/12 CAN 2/12	18200-16981	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
1160	Budweiser	24/12 NRLN 2/12	18200-00771	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
5360	Bud Light	24/12 NRLN 2/12	18200-00769	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
5260	Bud Select	24/12 NRLN 2/12	18200-07986	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
15260	Select 55	24/12 NRLN 2/12	18200-15997	3/27/2011	4/30/2011	1+	\$17.80	\$18.50		All Counties
15318	Bud Light Lime	18/12 CAN	18200-96294	1/1/2011	12/31/2011	5+	\$14.70	\$15.90	Mix&Match	All Counties
15338	Bud Light Lime	18/12 NRLN	18200-96292	1/1/2011	12/31/2011	5+	\$14.70	\$15.90	Mix&Match	All Counties
15329	Bud Light Lime	24/12 LS PREPRINT BTLS	18200-96316	1/1/2011	12/31/2011	56+	\$19.04	\$21.20		All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	1/1/2011	2/5/2011	1+	\$19.63	\$21.20		All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	1/1/2011	2/5/2011	1+	\$19.63	\$21.20		All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	1/1/2011	2/5/2011	1+	\$19.63	\$21.20		All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	2/6/2011	2/26/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	2/6/2011	2/26/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	2/6/2011	2/26/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	2/27/2011	3/26/2011	1+	\$19.63	\$21.20		All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	2/27/2011	3/26/2011	1+	\$19.63	\$21.20		All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	2/27/2011	3/26/2011	1+	\$19.63	\$21.20		All Counties
4060	Bud Light Golden Wheat	24/12 NRLN 2/12	18200-15999	3/27/2011	4/30/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15360	Bud Light Lime	24/12 NRLN 2/12	18200-14990	3/27/2011	4/30/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
15346	Bud Light Lime	24/12 CAN 2/12	18200-15983	3/27/2011	4/30/2011	10+	\$19.63	\$21.20	Mix&Match	All Counties
11160	Bud American Ale	24/12 NRLN 2/12	18200-15982	1/1/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
4138	Michelob	18/12 NRLN	18200-41381	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4338	Michelob Light	18/12 NRLN	18200-43381	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7638	Michelob Amber Bock	18/12 NRLN	18200-70381	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7738	Michelob Ultra	18/12 NRLN	18200-96624	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7838	Michelob Ultra Amber	18/12 NRLN	18200-96554	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4318	Michelob Light	18/12 Can	18200-43218	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
7718	Michelob Ultra	18/12 Can	18200-96721	1/1/2011	12/31/2011	5+	\$13.70	\$15.45	Mix&Match	All Counties
4346	Michelob Light	24/12 CAN 2/12	18200-43047	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7346	Michelob Ultra Lime	24/12 CAN 2/12	18200-16984	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7746	Michelob Ultra	24/12 CAN 2/12	18200-06991	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
4160	Michelob	24/12 NRLN 2/12	18200-00891	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
4360	Michelob Light	24/12 NRLN 2/12	18200-00884	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7760	Michelob Ultra	24/12 NRLN 2/12	18200-05990	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7660	Michelob Amber Bock	24/12 NRLN 2/12	18200-01991	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
7860	Michelob Ultra Amber	24/12 NRLN 2/12	18200-10987	1/1/2011	2/5/2011	10+	\$17.80	\$20.50	Mix&Match	All Counties
4346	Michelob Light	24/12 CAN 2/12	18200-43047	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7346	Michelob Ultra Lime	24/12 CAN 2/12	18200-16984	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7746	Michelob Ultra	24/12 CAN 2/12	18200-06991	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4160	Michelob	24/12 NRLN 2/12	18200-00891	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
4360	Michelob Light	24/12 NRLN 2/12	18200-00884	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7760	Michelob Ultra	24/12 NRLN 2/12	18200-05990	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7660	Michelob Amber Bock	24/12 NRLN 2/12	18200-01991	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties
7860	Michelob Ultra Amber	24/12 NRLN 2/12	18200-10987	2/6/2011	4/2/2011	10+	\$18.90	\$20.50	Mix&Match	All Counties

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Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Anheuser-Busch										
3718	Bud Ice	18/12 CAN	18200-87418	1/1/2011	12/31/2011	5+	\$9.80	\$10.75	Mix&Match	All Counties
6118	Busch	18/12 CAN	18200-61218	1/1/2011	12/31/2011	5+	\$9.80	\$10.75	Mix&Match	All Counties
8618	Busch Light	18/12 CAN	18200-86418	1/1/2011	12/31/2011	5+	\$9.80	\$10.75	Mix&Match	All Counties
6138	Busch	18/12 NRLN	18200-61308	1/1/2011	12/31/2011	5+	\$9.80	\$10.75	Mix&Match	All Counties
8638	Busch Light	18/12 NRLN	18200-86308	1/1/2011	12/31/2011	5+	\$9.80	\$10.75	Mix&Match	All Counties
6144	Busch	24/16 CAN 6/4	18200-00542	1/1/2011	12/31/2011	1+	\$15.35	\$17.60		All Counties
8644	Busch Light	24/16 CAN 6/4	18200-00543	1/1/2011	12/31/2011	1+	\$15.35	\$17.60		All Counties
6146	Busch	24/12 CAN 2/12	18200-61047	1/1/2011	12/31/2011	1+	\$13.42	\$13.80	Mix&Match	All Counties
8646	Busch Light	24/12 CAN 2/12	18200-00801	1/1/2011	12/31/2011	1+	\$13.42	\$13.80	Mix&Match	All Counties
6160	Busch	24/12 NRLN 2/12	18200-00768	1/1/2011	12/31/2011	1+	\$13.42	\$13.80	Mix&Match	All Counties
8660	Busch Light	24/12 NRLN 2/12	18200-00989	1/1/2011	12/31/2011	1+	\$13.42	\$13.80	Mix&Match	All Counties
6168	Busch	24/12 CAN	18200-61168	1/1/2011	2/5/2011	1+	\$13.30	\$13.80		All Counties
8668	Busch Light	24/12 CAN	18200-86167	1/1/2011	2/5/2011	1+	\$13.30	\$13.80		All Counties
6168	Busch	24/12 CAN	18200-61168	2/6/2011	2/26/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
8668	Busch Light	24/12 CAN	18200-86167	2/6/2011	2/26/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
6168	Busch	24/12 CAN	18200-61168	2/27/2011	3/26/2011	1+	\$13.30	\$13.80		All Counties
8668	Busch Light	24/12 CAN	18200-86167	2/27/2011	3/26/2011	1+	\$13.30	\$13.80		All Counties
6168	Busch	24/12 CAN	18200-61168	3/27/2011	4/30/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
8668	Busch Light	24/12 CAN	18200-86167	3/27/2011	4/30/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
1518	Natural Light	18/12 CAN	18200-15218	1/1/2011	12/31/2011	5+	\$9.80	\$10.30	Mix&Match	All Counties
2718	Natural Ice	18/12 CAN	18200-27218	1/1/2011	12/31/2011	5+	\$9.80	\$10.30	Mix&Match	All Counties
1544	Natural Light	24/16 CAN 6/4	18200-00544	1/1/2011	12/31/2011	5+	\$14.50	\$15.05	Mix&Match	All Counties
2744	Natural Ice	24/16 CAN 6/4	18200-00545	1/1/2011	12/31/2011	5+	\$14.50	\$15.05	Mix&Match	All Counties
1546	Natural Light	24/12 CAN 2/12	18200-15047	1/1/2011	12/31/2011	1+	\$13.42	\$13.80		All Counties
2746	Natural Ice	24/12 CAN 2/12	18200-00964	1/1/2011	12/31/2011	1+	\$13.42	\$13.80		All Counties
1560	Natural Light	24/12 NRLN 2/12	18200-00930	1/1/2011	12/31/2011	1+	\$13.42	\$13.80		All Counties
2760	Natural Ice	24/12 NRLN 2/12	18200-00939	1/1/2011	12/31/2011	1+	\$13.42	\$13.80		All Counties
1568	Natural Light	24/12 CAN	18200-15168	1/1/2011	2/5/2011	1+	\$13.30	\$13.80		All Counties
2768	Natural Ice	24/12 CAN	18200-27168	1/1/2011	2/5/2011	1+	\$13.30	\$13.80		All Counties
1568	Natural Light	24/12 CAN	18200-15168	2/6/2011	2/26/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
2768	Natural Ice	24/12 CAN	18200-27168	2/6/2011	2/26/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
1568	Natural Light	24/12 CAN	18200-15168	2/27/2011	3/26/2011	1+	\$13.30	\$13.80		All Counties
2768	Natural Ice	24/12 CAN	18200-27168	2/27/2011	3/26/2011	1+	\$13.30	\$13.80		All Counties
1568	Natural Light	24/12 CAN	18200-15168	3/27/2011	4/30/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
2768	Natural Ice	24/12 CAN	18200-27168	3/27/2011	4/30/2011	98+	\$13.30	\$13.80	Mix&Match	All Counties
8760	Land Shark	24/12 NRLN 2/12	18200-12998	1/1/2011	12/31/2011	1-27	\$22.05	\$24.30		All Counties
8760	Land Shark	24/12 NRLN 2/12	18200-12998	1/1/2011	12/31/2011	28+	\$21.25	\$24.30		All Counties
236	Bacardi Strawberry	24/12 NRLN 4/6	18200-10985	1/1/2011	12/31/2011	1+	\$23.25	\$26.35		All Counties
436	Bacardi Silver Raz	24/12 NRLN 4/6	18200-06992	1/1/2011	12/31/2011	1+	\$23.25	\$26.35		All Counties
536	Bacardi Lemonade	24/12 NRLN 4/6	18200-15989	1/1/2011	12/31/2011	1+	\$23.25	\$26.35		All Counties
636	Bacardi Sangria	24/12 NRLN 4/6	18200-15991	1/1/2011	12/31/2011	1+	\$23.25	\$26.35		All Counties
1036	Bacardi Mojito	24/12 NRLN 4/6	18200-07995	1/1/2011	12/31/2011	1+	\$23.25	\$26.35		All Counties
2460	Rock Light	24/12 NRLN 2/12	71439-61010	1/1/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
7060	Rolling Rock	24/12 NRLN 2/12	71439-45712	1/1/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
1336	Kirin Ichiban	24/12 NRLN 4/6	40063-11678	1/30/2011	2/26/2011	1+	\$20.25	\$22.55		All Counties
1436	Kirin Light	24/12 NRLN 4/6	40063-17546	1/30/2011	2/26/2011	1+	\$20.25	\$22.55		All Counties

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Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Anheuser-Busch										
6060	Shock Top	24/12 NRLN 2/12	18200-15981	1/2/2011	2/12/2011	1+	\$22.65	\$24.30		All Counties
6060	Shock Top	24/12 NRLN 2/12	18200-15981	2/13/2011	4/30/2011	56+	\$23.50	\$24.30		All Counties
Redhook										
2136	Redhook Esb	24/12 NRLN 4/6	21242-60006	1/2/2011	8/27/2011	1+	\$23.35	\$27.15		All Counties
2336	Redhook Long Hammer Ipa	24/12 NRLN 4/6	21242-60003	1/2/2011	8/27/2011	1+	\$23.35	\$27.15		All Counties
Widmer										
2036	Widmer Drifter Pale Ale	24/12 NRLN 4/6	02770-04041	1/2/2011	8/27/2011	1+	\$24.43	\$27.15		All Counties
Kona										
10436	Kona Longboard	24/12 NRLN 4/6	96030-11494	1/30/2011	8/27/2011	1+	\$24.43	\$27.15		All Counties
Inbev										
2860	Bass Ale	24/12 NRLN 2/12	62274-07531	1/1/2011	12/31/2011	1+	\$23.45	\$26.30		All Counties
2836	Bass Ale	24/12 NRLN 4/6	62274-07131	2/7/2011	4/23/2011	1+	\$24.30	\$27.15		All Counties
8060	Stella Artois	24/11.2 NRLN 2/12	86150-00014	1/2/2011	12/31/2011	1+	\$25.40	\$28.75		All Counties
5460	Hoegaarden	24/11.2 NRLN 2/12	86150-00517	1/2/2011	12/31/2011	1+	\$25.40	\$28.75		All Counties
8036	Stella Artois	24/11.2 NRLN 4/6	86150-00001	1/1/2011	2/5/2011	1+	\$27.20	\$28.75		All Counties
5436	Hoegaarden	24/11.2 NRLN 4/6	86150-00036	1/1/2011	2/5/2011	1+	\$27.20	\$28.75		All Counties
8036	Stella Artois	24/11.2 NRLN 4/6	86150-00001	3/6/2011	4/2/2011	1+	\$27.20	\$28.75		All Counties
5436	Hoegaarden	24/11.2 NRLN 4/6	86150-00036	3/6/2011	4/2/2011	1+	\$27.20	\$28.75		All Counties
3960	Becks	24/12 NRLN 2/12	82488-12300	1/1/2011	12/31/2011	1-34	\$21.95	\$25.55	Mix & Match	All Counties
4260	Becks Dark	24/12 NRLN 2/12	82488-12400	1/1/2011	12/31/2011	1-34	\$21.95	\$25.55	Mix & Match	All Counties
4660	Becks Oktoberfest	24/12 NRLN 2/12	82488-12400	1/1/2011	12/31/2011	1-34	\$21.95	\$25.55	Mix & Match	All Counties
4860	Becks Premier Light	24/12 NRLN 2/12	82488-12840	1/1/2011	12/31/2011	1-34	\$21.95	\$25.55	Mix & Match	All Counties
3960	Becks	24/12 NRLN 2/12	82488-12300	1/1/2011	12/31/2011	35+	\$20.95	\$25.55	Mix & Match	All Counties
4260	Becks Dark	24/12 NRLN 2/12	82488-12400	1/1/2011	12/31/2011	35+	\$20.95	\$25.55	Mix & Match	All Counties
4660	Becks Oktoberfest	24/12 NRLN 2/12	82488-12400	1/1/2011	12/31/2011	35+	\$20.95	\$25.55	Mix & Match	All Counties
4860	Becks Premier Light	24/12 NRLN 2/12	82488-12840	1/1/2011	12/31/2011	35+	\$20.95	\$25.55	Mix & Match	All Counties
3943	Becks	24/16 CAN 6/4	82488-12377	1/1/2011	12/31/2011	1+	\$21.50	\$24.20		All Counties
9844	Boddington Pub Ale	24/16 CAN 6/4	62274-20292	1/1/2011	12/31/2011	1+	\$36.85	\$39.30		All Counties
8336	Leffe Blonde	24/11.2 NRLN 4/6	86150-00030	1/1/2011	2/5/2011	1+	\$27.20	\$28.75		All Counties
8336	Leffe Blonde	24/11.2 NRLN 4/6	86150-00030	3/6/2011	4/2/2011	1+	\$27.20	\$28.75		All Counties
Green Mountain Beverage										
1836	Strongbow	24/12 NRLN 4/6	66895-92400	2/27/2011	4/2/2011	1+	\$29.65	\$32.75		All Counties
1836	Strongbow	24/12 NRLN 4/6	66895-92400	4/3/2011	7/30/2011	7+	\$29.65	\$32.75		All Counties
1836	Strongbow	24/12 NRLN 4/6	66895-92400	7/31/2011	9/3/2011	1+	\$29.65	\$32.75		All Counties
1836	Strongbow	24/12 NRLN 4/6	66895-92400	9/4/2011	12/31/2011	7+	\$29.65	\$32.75		All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	2/27/2011	4/2/2011	1+	\$26.20	\$29.22		All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	2/27/2011	4/2/2011	1+	\$26.20	\$29.22		All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	4/3/2011	5/28/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	4/3/2011	5/28/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	5/29/2011	7/2/2011	1+	\$26.20	\$29.22		All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	5/29/2011	7/2/2011	1+	\$26.20	\$29.22		All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	7/3/2011	10/1/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	7/3/2011	10/1/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	10/2/2011	10/29/2011	1+	\$26.20	\$29.22		All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	10/2/2011	10/29/2011	1+	\$26.20	\$29.22		All Counties
7436	Woodchuck Amber	24/12 NRLN 4/6	14974-50009	10/30/2011	12/31/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties
7536	Woodchuck Granny Smith	24/12 NRLN 4/6	14974-80009	10/30/2011	12/31/2011	7+	\$27.85	\$29.22	Mix & Match	All Counties

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Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Us Beverage										
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	1/2/2011	1/29/2011	1+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	1/30/2011	2/26/2011	5+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	2/27/2011	4/2/2011	1+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	4/3/2011	5/14/2011	5+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	5/15/2011	7/9/2011	1+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	7/10/2011	8/6/2011	5+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	8/7/2011	9/10/2011	1+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	9/11/2011	10/29/2011	5+	\$22.38	\$25.58		All Counties
11736	Black Dog Ale	24/12 NRLN 4/6	87396-99916	10/30/2011	12/31/2011	1+	\$22.38	\$25.58		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	1/30/2011	3/5/2011	1+	\$20.78	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	3/6/2011	4/2/2011	10+	\$19.18	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	4/3/2011	5/7/2011	1+	\$20.78	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	6/5/2011	7/9/2011	10+	\$19.18	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	7/10/2011	8/6/2011	1+	\$20.78	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	8/7/2011	9/3/2011	10+	\$19.18	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	9/4/2011	10/1/2011	1+	\$20.78	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	10/2/2011	10/29/2011	10+	\$19.18	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	10/30/2011	11/26/2011	1+	\$20.78	\$23.98		All Counties
11836	Tona	24/12 NRLN 4/6	02596-00011	11/27/2011	12/31/2011	10+	\$19.18	\$23.98		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	1/30/2011	3/5/2011	1+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	3/6/2011	4/2/2011	5+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	4/3/2011	5/7/2011	1+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	5/8/2011	6/4/2011	5+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	6/5/2011	7/9/2011	1+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	7/10/2011	8/6/2011	5+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	8/7/2011	9/3/2011	1+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	9/4/2011	10/1/2011	5+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	10/2/2011	10/29/2011	1+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	10/30/2011	11/26/2011	5+	\$23.00	\$25.58		All Counties
11936	Estrella Damm	24/12 NRLN 4/6	50648-23383	11/27/2011	12/31/2011	1+	\$23.00	\$25.58		All Counties
Florida Beer Company										
11436	Key West Ale	24/12 NRLN 4/6	70299-72551	1/2/2011	2/5/2011	1+	\$22.95	\$25.55		All Counties
11536	Key West Wheat	24/12 NRLN 4/6	70299-22406	1/2/2011	2/5/2011	1+	\$22.95	\$25.55		All Counties
11537	Key West Pilsner Light	24/12 NRLN 4/6	70299-74372	1/2/2011	2/5/2011	1+	\$22.95	\$25.55		All Counties
11436	Key West Ale	24/12 NRLN 4/6	70299-72551	3/6/2011	4/2/2011	1+	\$22.95	\$25.55		All Counties
11536	Key West Wheat	24/12 NRLN 4/6	70299-22406	3/6/2011	4/2/2011	1+	\$22.95	\$25.55		All Counties
11537	Key West Pilsner Light	24/12 NRLN 4/6	70299-74372	3/6/2011	4/2/2011	1+	\$22.95	\$25.55		All Counties
11636	Hurricane Reef Pilsner	24/12 NRLN 4/6	06065-00070	2/6/2011	3/5/2011	1+	\$22.95	\$25.55		All Counties
11636	Hurricane Reef Pilsner	24/12 NRLN 4/6	06065-00070	4/3/2011	4/30/2011	1+	\$22.95	\$25.55		All Counties
11236	Kelly's Hard Cider	24/12 NRLN 4/6	39295-00610	3/6/2011	4/2/2011	1+	\$23.50	\$26.11		All Counties
Yuengling										
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	1/23/2011	4/2/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	1/23/2011	4/2/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	1/23/2011	4/2/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	1/23/2011	4/2/2011	1+	\$17.80	\$18.50		All Counties
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	4/17/2011	6/4/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	4/17/2011	6/4/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	4/17/2011	6/4/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	4/17/2011	6/4/2011	1+	\$17.80	\$18.50		All Counties

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Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Yuengling										
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	6/26/2011	7/30/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	6/26/2011	7/30/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	6/26/2011	7/30/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	6/26/2011	7/30/2011	1+	\$17.80	\$18.50		All Counties
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	8/21/2011	9/10/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	8/21/2011	9/10/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	8/21/2011	9/10/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	8/21/2011	9/10/2011	1+	\$17.80	\$18.50		All Counties
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	10/2/2011	10/30/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	10/2/2011	10/30/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	10/2/2011	10/30/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	10/2/2011	10/30/2011	1+	\$17.80	\$18.50		All Counties
12860	Yuengling Black & Tan	24/12 NRLN 2/12	89924-29386	11/13/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
13046	Yuengling Lager	24/12 CAN 2/12	89924-87898	11/13/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
13060	Yuengling Lager	24/12 NRLN 2/12	89924-27896	11/13/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
13160	Yuengling Light	24/12 NRLN 2/12	89924-23040	11/13/2011	12/31/2011	1+	\$17.80	\$18.50		All Counties
13068	Yuengling Lager	24/12 CAN	89924-88007	1/2/2011	12/31/2011	7-97	\$17.35	\$18.60	Mix & Match	All Counties
13168	Yuengling Light	24/12 CAN	89924-20000	1/2/2011	12/31/2011	7-97	\$16.55	\$18.60	Mix & Match	All Counties
13068	Yuengling Lager	24/12 CAN	89924-88007	1/2/2011	12/31/2011	98+	\$17.35	\$18.60	Mix & Match	All Counties
13168	Yuengling Light	24/12 CAN	89924-20000	1/2/2011	12/31/2011	98+	\$16.55	\$18.60	Mix & Match	All Counties
13029	Yuengling Lager	24/12 NRLN LS	88924-41003	1/2/2011	12/31/2011	7-55	\$17.35	\$18.60		All Counties
13029	Yuengling Lager	24/12 NRLN LS	88924-41003	1/2/2011	12/31/2011	56+	\$16.55	\$18.60		All Counties
North American Breweries										
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	1/2/2011	1/29/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	1/2/2011	1/29/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	1/2/2011	1/29/2011	1+	\$19.18	\$22.40		All Counties
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	2/27/2011	4/2/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	2/27/2011	4/2/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	2/27/2011	4/2/2011	1+	\$19.18	\$22.40		All Counties
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	5/1/2011	6/4/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	5/1/2011	6/4/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	5/1/2011	6/4/2011	1+	\$19.18	\$22.40		All Counties
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	7/3/2011	7/30/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	7/3/2011	7/30/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	7/3/2011	7/30/2011	1+	\$19.18	\$22.40		All Counties
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	8/29/2011	10/1/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	8/29/2011	10/1/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	8/29/2011	10/1/2011	1+	\$19.18	\$22.40		All Counties
14036	Honey Brown	24/12 NRLN 4/6	70310-37037	10/30/2011	12/3/2011	1+	\$19.18	\$22.40		All Counties
14136	Dundee Oktoberfest	24/12 NRLN 4/6	70310-00125	10/30/2011	12/3/2011	1+	\$19.18	\$22.40		All Counties
14236	Dundee IPA	24/12 NRLN 4/6	70310-00124	10/30/2011	12/3/2011	1+	\$19.18	\$22.40		All Counties
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	1/30/2011	3/5/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	1/30/2011	3/5/2011	1+	\$19.18	\$20.78		All Counties
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	4/3/2011	5/2/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	4/3/2011	5/2/2011	1+	\$19.18	\$20.78		All Counties
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	6/29/2011	7/2/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	6/29/2011	7/2/2011	1+	\$19.18	\$20.78		All Counties
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	7/31/2011	9/3/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	7/31/2011	9/3/2011	1+	\$19.18	\$20.78		All Counties

Credit prices are \$.30 higher per case, \$2.00 per keg. All prices include a standard delivery fee and a fuel surcharge.
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Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
North American Breweries										
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	10/2/2011	11/5/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	10/2/2011	11/5/2011	1+	\$19.18	\$20.78		All Counties
13960	Dundee Variety Pack	24/12 NRLN 2/12	70310-00108	11/27/2011	12/31/2011	1+	\$19.18	\$20.78		All Counties
14060	Honey Brown	24/12 NRLN 2/12	70310-00024	11/27/2011	12/31/2011	1+	\$19.18	\$20.78		All Counties
13736	Imperial	24/12 NRLN 4/6	64009-22082	2/27/2011	4/2/2011	1+	\$20.40	\$22.95		All Counties
13736	Imperial	24/12 NRLN 4/6	64009-22082	5/29/2011	7/2/2011	1+	\$20.40	\$22.95		All Counties
13736	Imperial	24/12 NRLN 4/6	64009-22082	8/28/2011	10/1/2011	1+	\$20.40	\$22.95		All Counties
13736	Imperial	24/12 NRLN 4/6	64009-22082	10/30/2011	12/3/2011	1+	\$20.40	\$22.95		All Counties
14301	Seagrams Bahama Mama	24/12 Bottle 6/4	80432-40325	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14302	Seagrams Fuzzy Navel	24/12 Bottle 6/4	80432-80228	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14303	Seagrams Jamaican Me Happy	24/12 Bottle 6/4	80432-10346	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14304	Seagrams Calypso Colada	24/12 Bottle 6/4	80432-10087	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14305	Seagrams Strawberry Daquiri	24/12 Bottle 6/4	80432-80254	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14306	Seagrams Wild Berries	24/12 Bottle 6/4	80432-80266	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14307	Seagrams Margarita	24/12 Bottle 6/4	80432-80239	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14308	Seagrams Lime Melonade	24/12 Bottle 6/4	80432-70029	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14309	Seagrams Pink Punch	24/12 Bottle 6/4	70310-70033	1/2/2011	1/29/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14301	Seagrams Bahama Mama	24/12 Bottle 6/4	80432-40325	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14302	Seagrams Fuzzy Navel	24/12 Bottle 6/4	80432-80228	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14303	Seagrams Jamaican Me Happy	24/12 Bottle 6/4	80432-10346	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14304	Seagrams Calypso Colada	24/12 Bottle 6/4	80432-10087	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14305	Seagrams Strawberry Daquiri	24/12 Bottle 6/4	80432-80254	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14306	Seagrams Wild Berries	24/12 Bottle 6/4	80432-80266	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14307	Seagrams Margarita	24/12 Bottle 6/4	80432-80239	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14308	Seagrams Lime Melonade	24/12 Bottle 6/4	80432-70029	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14309	Seagrams Pink Punch	24/12 Bottle 6/4	70310-70033	1/30/2011	10/1/2011	1-19	\$21.54	\$23.94	Mix & Match	All Counties
14301	Seagrams Bahama Mama	24/12 Bottle 6/4	80432-40325	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14302	Seagrams Fuzzy Navel	24/12 Bottle 6/4	80432-80228	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14303	Seagrams Jamaican Me Happy	24/12 Bottle 6/4	80432-10346	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14304	Seagrams Calypso Colada	24/12 Bottle 6/4	80432-10087	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14305	Seagrams Strawberry Daquiri	24/12 Bottle 6/4	80432-80254	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14306	Seagrams Wild Berries	24/12 Bottle 6/4	80432-80266	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14307	Seagrams Margarita	24/12 Bottle 6/4	80432-80239	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14308	Seagrams Lime Melonade	24/12 Bottle 6/4	80432-70029	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14309	Seagrams Pink Punch	24/12 Bottle 6/4	70310-70033	1/30/2011	10/1/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14301	Seagrams Bahama Mama	24/12 Bottle 6/4	80432-40325	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14302	Seagrams Fuzzy Navel	24/12 Bottle 6/4	80432-80228	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14303	Seagrams Jamaican Me Happy	24/12 Bottle 6/4	80432-10346	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14304	Seagrams Calypso Colada	24/12 Bottle 6/4	80432-10087	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14305	Seagrams Strawberry Daquiri	24/12 Bottle 6/4	80432-80254	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14306	Seagrams Wild Berries	24/12 Bottle 6/4	80432-80266	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14307	Seagrams Margarita	24/12 Bottle 6/4	80432-80239	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14308	Seagrams Lime Melonade	24/12 Bottle 6/4	80432-70029	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
14309	Seagrams Pink Punch	24/12 Bottle 6/4	70310-70033	10/2/2011	12/31/2011	20+	\$19.16	\$23.94	Mix & Match	All Counties
Carib										
12536	Carib	24/12 NRLN 4/6	98713-11034	2/27/2011	3/12/2011	20+	\$17.00	\$24.95		All Counties
12536	Carib	24/12 NRLN 4/6	98713-11034	6/19/2011	7/2/2011	20+	\$17.00	\$24.95		All Counties
12536	Carib	24/12 NRLN 4/6	98713-11034	8/28/2011	9/10/2011	20+	\$17.00	\$24.95		All Counties

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Bernie Little Distributing LLC
Promotions - Off Premise - All Counties

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
Gordon Biersch										
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	1/2/2011	1/29/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	1/2/2011	1/29/2011	1+	\$23.97	\$28.77		All Counties
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	2/27/2011	4/2/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	2/27/2011	4/2/2011	1+	\$23.97	\$28.77		All Counties
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	5/1/2011	5/28/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	5/1/2011	5/28/2011	1+	\$23.97	\$28.77		All Counties
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	7/3/2011	7/30/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	7/3/2011	7/30/2011	1+	\$23.97	\$28.77		All Counties
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	8/28/2011	10/1/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	8/28/2011	10/1/2011	1+	\$23.97	\$28.77		All Counties
12336	Gordon Biersch Marzen	24/12 NRLN 4/6	31030-00022	10/30/2011	11/26/2011	1+	\$23.97	\$28.77		All Counties
12436	Gordon Biersch Blonde Bock	24/12 NRLN 4/6	31030-00044	10/30/2011	11/26/2011	1+	\$23.97	\$28.77		All Counties
Spaten										
14460	Franziskaner	24/12 NRLN 2/12	88394-00013	1/1/2011	12/31/2011	1-49	\$23.50	\$25.40	Mix&Match	All Counties
14560	Spaten Lager	24/12 NRLN 2/12	88394-00028	1/1/2011	12/31/2011	1-49	\$23.50	\$25.40	Mix&Match	All Counties
14660	Spaten Oktoberfest	24/12 NRLN 2/12	88394-00043	1/1/2011	12/31/2011	1-49	\$23.50	\$25.40	Mix&Match	All Counties
14760	Spaten Optimator	24/12 NRLN 2/12	88394-00038	1/1/2011	12/31/2011	1-49	\$23.50	\$25.40	Mix&Match	All Counties
14460	Franziskaner	24/12 NRLN 2/12	88394-00013	1/1/2011	12/31/2011	50+	\$19.95	\$25.40	Mix&Match	All Counties
14560	Spaten Lager	24/12 NRLN 2/12	88394-00028	1/1/2011	12/31/2011	50+	\$19.95	\$25.40	Mix&Match	All Counties
14660	Spaten Oktoberfest	24/12 NRLN 2/12	88394-00043	1/1/2011	12/31/2011	50+	\$19.95	\$25.40	Mix&Match	All Counties
14760	Spaten Optimator	24/12 NRLN 2/12	88394-00038	1/1/2011	12/31/2011	50+	\$19.95	\$25.40	Mix&Match	All Counties
Non Acholic										
Icelandic Water										
10101	Icelandic Water	24/.5 Liter 4/6	93919-00120	1/1/2011	12/31/2011	1+	\$17.82	\$20.30		All Counties
10102	Icelandic Water	24/.5 Liter Loose	93919-00110	1/1/2011	12/31/2011	1+	\$17.82	\$20.30		All Counties
10103	Icelandic Water	15/.75 Liter Loose	93919-00150	1/1/2011	12/31/2011	1+	\$16.23	\$18.48		All Counties
10104	Icelandic Water	12/1 Liter Loose	93919-00130	1/1/2011	12/31/2011	1+	\$13.44	\$16.68		All Counties
Non Acholic										
Boylan Soda										
601	Red Birch Beer	24/12 Bottle 6/4	60712-02010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
602	Black Cherry	24/12 Bottle 6/4	60712-04010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
603	Ginger Ale	24/12 Bottle 6/4	60712-05010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
604	Grape	24/12 Bottle 6/4	60712-07010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
605	Crème	24/12 Bottle 6/4	60712-08010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
606	Root Beer	24/12 Bottle 6/4	60712-09010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
607	Orange Crème	24/12 Bottle 6/4	60712-18010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties
608	Diet Black Cherry	24/12 Bottle 6/4	60712-14010	1/1/2011	12/31/2011	4+	\$18.49	\$20.99	Mix & Match	All Counties

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