

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

Distributor Bernie Little Distributing, LLC Date 12/14/2011

Location Address 1314 SW 17<sup>th</sup> Street License No. JDBW \_\_\_\_\_ KLD 52-02329

City Ocala, FL Beginning Date January 1, 2012

Notice No. 2012 - 2 Page 1 of 1 Ending Date December 29, 2012

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 on-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

**On Premise Promotions Only**

**Bernie Little Distributing LLC**

Product Number	Brand	Package	Pack UPC	Start Date	End Date	Case Quantity	Posted Price Per Case	Cash Price After Posting	Notes	County Restrictions
<b>Anheuser-Busch</b>										
1148	Budweiser	15/16 ALNR	18200-96539	1/1/2012	12/29/2012	1+	\$17.50	\$18.95		All Counties
5348	Bud Light	15/16 ALNR	18200-96538	1/1/2012	12/29/2012	1+	\$17.50	\$18.95		All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2012	12/31/2012	1-19	\$19.20	\$19.20	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2012	12/31/2012	1-19	\$19.20	\$19.20	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2012	12/31/2012	1-19	\$19.20	\$19.20	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2012	12/31/2012	1-19	\$19.20	\$19.20	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2012	12/31/2012	20-49	\$18.35	\$19.20	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2012	12/31/2012	20-49	\$18.35	\$19.20	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2012	12/31/2012	20-49	\$18.35	\$19.20	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2012	12/31/2012	20-49	\$18.35	\$19.20	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2012	12/31/2012	50-99	\$18.05	\$19.20	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2012	12/31/2012	50-99	\$18.05	\$19.20	Mix&Match	All Counties
5250	Bud Select	24/12 NRLN LS	18200-96644	1/1/2012	12/31/2012	50-99	\$18.05	\$19.20	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2012	12/31/2012	50-99	\$18.05	\$19.20	Mix&Match	All Counties
1150	Budweiser	24/12 NRLN LS	18200-11349	1/1/2012	12/31/2012	100+	\$17.35	\$19.20	Mix&Match	All Counties
5350	Bud Light	24/12 NRLN LS	18200-53349	1/1/2012	12/31/2012	100+	\$17.35	\$19.20	Mix&Match	All Counties
5229	Bud Select	24/12 NRLN LS	18200-96644	1/1/2012	12/31/2012	100+	\$17.35	\$19.20	Mix&Match	All Counties
15229	Select 55	24/12 NRLN LS	18200-96234	1/1/2012	12/31/2012	100+	\$17.35	\$19.20	Mix&Match	All Counties

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