

**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**  
 DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO  
 1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

DBPR Form AB&T  
 4000A-032E  
 Rev. 5/04

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

Distributor Cone Distributing, Inc. Date 10/20/11

Location Address 3214 West Tharpe Street License No. JDBW \_\_\_\_\_ KLD 47-00086

City Tallahassee, FL 32303 Beginning Date Oct. 31, 2011

Notice No. 2011 103 Page 1 of 1 Ending Date Jan 1, 2012

Counties Where Price is in Effect: Franklin, Gadsden, Hamilton, Jefferson, Lafayette, Leon, Liberty, Madison, Suwannee, Wakulla, Taylor **Off premise channel only**

| BRAND NAME      | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|-----------------|------------------|---------------|-----------------------|--------------------------|
| Heineken        | 2/12/12 NR/CN    | 1+            | 25.45                 | 26.30                    |
| Heineken Light  |                  | 14+           | 23.45                 |                          |
| Amstel Light    |                  |               |                       |                          |
| Heineken        | 4/6/12 NR        | 1+            | 27.15                 | 27.15                    |
| Heineken Light  |                  |               |                       |                          |
| Amstel Light    |                  |               |                       |                          |
| Heineken        | 4/6/12 CN        |               |                       |                          |
| Dos Equis Lager | 2/12/12 NR       | 1+            | 22.95                 | 23.80                    |
| Dos Equis Amber |                  | 3+            | 21.95                 |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
|                 |                  |               |                       |                          |
| Mix and Match   |                  |               |                       |                          |
|                 |                  |               |                       |                          |

Charlie Ingrassia  
 Authorized Representative

Vice President of Sales  
 Title