

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 9/29/11

Location Address 500 NW 27th Ave. License No. JDBW 52-00003 KLD _____

City Ocala, FL 34475 Beginning Date October 10, 2011

Notice No. 2011 - 104 Page 1 of 1 Ending Date October 15, 2011

Counties Where Price is in Effect: Marion County only OFF premise channel

<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>
Smirnoff Ice	4/6/11.2 NR	63+	14.00	22.95
Smirnoff Ice Triple Black				
Smirnoff Ice Strawberry Acai				
Smirnoff Ice Green Apple				
Smirnoff Ice Pineapple				
Smirnoff Ice Mango				
Smirnoff Ice Cherry Lime				
Smirnoff Ice Wild Grape				
Smirnoff Premium Lemonade				
Smirnoff Premium Blueberry Lemonade				
Smirnoff Premium Cranberry Limeade				
Mix and Match				

Charles D. Ingrilli
 Authorized Representative

Vice President Sales
 Title