

**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 1/20/11

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

City Tallahassee, FL 32303 Beginning Date January 31, 2011

Notice No. 2011 - 21 Page 1 of 1 Ending Date February 27, 2011

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

| <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             | 1+                   | 24.75                        | 25.55                           |
| Smirnoff Ice Triple Black           |                         | 5+                   | 22.90                        |                                 |
| Smirnoff Ice Strawberry Acai        |                         |                      |                              |                                 |
| Smirnoff Ice Green Apple            |                         |                      |                              |                                 |
| Smirnoff Ice Mango                  |                         |                      |                              |                                 |
| Smirnoff Ice Pineapple              |                         |                      |                              |                                 |
| Smirnoff Premium Cranberry Lime     |                         |                      |                              |                                 |
| Smirnoff Premium Lemonade           |                         |                      |                              |                                 |
| Smirnoff Premium Blueberry Lemonade |                         |                      |                              |                                 |
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|                                     |                         |                      |                              |                                 |
| Mix & Match                         |                         |                      |                              |                                 |
|                                     |                         |                      |                              |                                 |

Charlie Ingrilli  
 Authorized Representative

Vice President of Sales  
 Title