

**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 J. J. Taylor Distributing Florida, Inc. – Tampa Sales Center Date 03/20/09

Location Address 5102 South 16<sup>th</sup> Avenue License No. JDBW 39-00357 KLD \_\_\_\_\_

City Tampa, FL 33619 Beginning Date 03/30/09

Notice No. 09 - 024 Page 1 of 1 Ending Date Indefinite

Counties Where Price is in Effect: Hillsborough, Pasco, Pinellas, Sarasota, Manatee

**On Premise Pricing**

<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 attached for updated On Premise Promotions and Quantity Discounts. Changes are as follows and are marked accordingly on the attached list:				
Moosehead Moosehead Light The above packages may be mixed & matched to achieve quantity discount	24/12oz 2/12pk Bottles	7+	20.50	23.95

Frank J. Schwiep  
 Authorized Representative

Sr. VP of Sales & Marketing  
 Title

# West Coast On Premise Promotions/QD's



Thursday, March 19, 2009

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>DOMESTIC PARTNERS</b>											
<b>MillerCoors Brewing Company</b>											
	1015275	Icehouse 2/12/12 B	34100625092	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1015428	Icehouse 2/12/12 C	34100626020	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1040256	Lite 1/24/12 B On	34100572150	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1040417	Lite 1/24/12 C	34100573065	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1047275	MGD 2/12/12 B	34100175092	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1047417	MGD 1/24/12 C	34100173067	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1047428	MGD 2/12/12 C	34100176365	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1049275	MGDL 64 2/12/12 B	34100155094	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1508256	Coors Lt 1/24/12 B On	71990000004	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1508417	Coors Lt 1/24/12 C	71990316006	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/YUENGLING	ALL COUNTIES
	1015275	Icehouse 2/12/12 B	34100625092	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1015428	Icehouse 2/12/12 C	34100626020	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1040256	Lite 1/24/12 B On	34100572150	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1040417	Lite 1/24/12 C	34100573065	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1047275	MGD 2/12/12 B	34100175092	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1047417	MGD 1/24/12 C	34100173067	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1047428	MGD 2/12/12 C	34100176365	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1049275	MGDL 64 2/12/12 B	34100155094	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1508256	Coors Lt 1/24/12 B On	71990000004	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1508417	Coors Lt 1/24/12 C	71990316006	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/YUENGLING	FT MYERS SALES CNTR ONLY
	1015288	Icehouse 4/6/16 B PL	34100625702	9/29/2008	7/4/2009	\$22.75	\$4.50	\$18.25	50	MIX & MATCH	SARASOTA MANATEE ONLY
	1040288	Lite 4/6/16 B PL	34100575700	9/29/2008	7/4/2009	\$22.75	\$4.50	\$18.25	50	MIX & MATCH	SARASOTA MANATEE ONLY
	1508288	Coors Lt 4/6/16 B PL	71990300975	9/29/2008	7/4/2009	\$22.75	\$4.50	\$18.25	50	MIX & MATCH	SARASOTA MANATEE ONLY
	1015288	Icehouse 4/6/16 B PL	34100625702	9/29/2008	7/4/2009	\$22.75	\$4.00	\$18.75	75	MIX & MATCH	FT MYERS SALES CNTR ONLY
	1040288	Lite 4/6/16 B PL	34100575700	9/29/2008	7/4/2009	\$22.75	\$4.00	\$18.75	75	MIX & MATCH	FT MYERS SALES CNTR ONLY
	1508288	Coors Lt 4/6/16 B PL	71990300975	9/29/2008	7/4/2009	\$22.75	\$4.00	\$18.75	75	MIX & MATCH	FT MYERS SALES CNTR ONLY
	1015288	Icehouse 4/6/16 B PL	34100625702	9/29/2008	7/4/2009	\$22.75	\$5.10	\$17.65	200	MIX & MATCH	ALL COUNTIES
	1040288	Lite 4/6/16 B PL	34100575700	9/29/2008	7/4/2009	\$22.75	\$5.10	\$17.65	200	MIX & MATCH	ALL COUNTIES
	1508288	Coors Lt 4/6/16 B PL	71990300975	9/29/2008	7/4/2009	\$22.75	\$5.10	\$17.65	200	MIX & MATCH	ALL COUNTIES
	1015403	Icehouse 1/12/24 C	34100008802	9/29/2008	7/4/2009	\$17.00	\$3.00	\$14.00	196	MIX & MATCH	
	1040403	Lite 1/12/24 C	34100003555	9/29/2008	7/4/2009	\$17.00	\$3.00	\$14.00	196	MIX & MATCH	
	1507403	Coors Banquet 1/12/24 C	71990100711	9/29/2008	7/4/2009	\$17.00	\$3.00	\$14.00	196	MIX & MATCH	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	1508403	Coors Lt 1/12/24 C	71990300654	9/29/2008	7/4/2009	\$17.00	\$3.00	\$14.00	196	MIX & MATCH	
	1015441	Icehouse 6/4/16 C	34100001605	9/29/2008	7/4/2009	\$20.70	\$6.00	\$14.70	280	MIX & MATCH	
	1040441	Lite 6/4/16 C	34100001582	9/29/2008	7/4/2009	\$20.70	\$6.00	\$14.70	280	MIX & MATCH	
	1508435	Coors Lt 4/6/16 C	71990320003	9/29/2008	7/4/2009	\$20.70	\$6.00	\$14.70	280	MIX & MATCH	
	1008275	Fosters 2/12/12 B	70897011250	1/5/2009	7/4/2009	\$27.95	\$4.00	\$23.95	50		HILLSBOROUGH ONLY

### Yuengling

	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2502253	Yuengling Lager 1/24/12 B	89924410034	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2502275	Yuengling Lager 2/12/12 B	89924278962	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2502417	Yuengling Lager 1/24/12 C	89924880073	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2502428	Yuengling Lager 2/12/12 C	89924278986	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2504275	Yuengling Lt lager 2/12/12 B	89924230403	9/29/2008	7/4/2009	\$18.00	\$1.40	\$16.60	50	MIX & MATCH W/MILLERCOORS	ALL WEST COAST
	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY
	2502253	Yuengling Lager 1/24/12 B	89924410034	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY
	2502275	Yuengling Lager 2/12/12 B	89924278962	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY
	2502417	Yuengling Lager 1/24/12 C	89924880073	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY
	2502428	Yuengling Lager 2/12/12 C	89924278986	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY
	2504275	Yuengling Lt lager 2/12/12 B	89924230403	9/29/2008	7/4/2009	\$18.00	\$0.50	\$17.50	35	MIX & MATCH W/MILLERCOORS	FT MYERS SALES CNTR ONLY

### IMPORT PARTNERS

#### Guinness Import Co

	2324283	Red Stripe 4/6/12 B	83820567939	1/5/2009	7/4/2009	\$27.95	\$4.00	\$23.95	100		
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#### Heineken USA

	2000283	Amstel Lt 4/6/12 B	72890100115	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2000428	Amstel Lt 2/12/12 C	72890001511	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2007283	Hein 4/6/12 B	72890000118	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2007434	Hein 4/6/12 C	72890000002	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2009283	Hein Dark 4/6/12 B	72890000125	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2011283	Hein Lt 4/6/12 B	72890001580	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2011428	Hein Lt 2/12/12 C	72890001887	11/3/2008	7/4/2009	\$27.95	\$0.90	\$27.05	14	MIX & MATCH	
	2000283	Amstel Lt 4/6/12 B	72890100115	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2000428	Amstel Lt 2/12/12 C	72890001511	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2007283	Hein 4/6/12 B	72890000118	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2007434	Hein 4/6/12 C	72890000002	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2009283	Hein Dark 4/6/12 B	72890000125	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2011283	Hein Lt 4/6/12 B	72890001580	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2011428	Hein Lt 2/12/12 C	72890001887	11/3/2008	7/4/2009	\$27.95	\$1.40	\$26.55	42	MIX & MATCH	
	2007403	Hein 1/12/24 C	72890001191	9/29/2008	7/4/2009	\$25.20	\$4.20	\$21.00	90		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	2014428	Tecate 2/12/12 C	89826900336	9/29/2008	7/4/2009	\$19.25	\$4.05	\$15.20	40		
	2013275	Sol 2/12/12 B	72311230216	11/3/2008	7/4/2009	\$27.95	\$2.50	\$25.45	50	MIX & MATCH	
	2013283	Sol 4/6/12 B	72311630214	11/3/2008	7/4/2009	\$27.95	\$2.50	\$25.45	50	MIX & MATCH	

## WORLD CLASS CRAFTS & IMPORTS

### Left Hand Brewing Company(LHB)

NEW	4780294	LHB JuJu Ginger 6/4/12 B	793866390025	2/9/2009	7/4/2009	\$35.95	\$1.00	\$34.95	5	MIX & MATCH	
NEW	4781283	LHB Milk Stout 4/6/12 B	793866360028	2/9/2009	7/4/2009	\$33.95	\$1.00	\$32.95	5	MIX & MATCH	
NEW	4782275	LHB Mountain Mixer 2/12/12 B	793866310054	2/9/2009	7/4/2009	\$31.95	\$1.00	\$30.95	5	MIX & MATCH	
NEW	4784283	LHB Sawtooth Ale 4/6/12 B	793866300024	2/9/2009	7/4/2009	\$31.95	\$1.00	\$30.95	5	MIX & MATCH	
NEW	4780294	LHB JuJu Ginger 6/4/12 B	793866390025	2/9/2009	7/4/2009	\$35.95	\$2.00	\$33.95	10	MIX & MATCH	
NEW	4781283	LHB Milk Stout 4/6/12 B	793866360028	2/9/2009	7/4/2009	\$33.95	\$2.00	\$32.95	10	MIX & MATCH	
NEW	4782275	LHB Mountain Mixer 2/12/12 B	793866310054	2/9/2009	7/4/2009	\$31.95	\$2.00	\$29.95	10	MIX & MATCH	
NEW	4784283	LHB Sawtooth Ale 4/6/12 B	793866300024	2/9/2009	7/4/2009	\$31.95	\$2.00	\$29.95	10	MIX & MATCH	

## OTHER FINE MALT BEVERAGES

### Other Fine Malt Beverages

END DATE CHG	4636283	Shandy Lime 4/6/12 B	79871321010	12/1/2008	3/28/2009	\$27.95	\$5.00	\$22.95	15	MIX & MATCH - PRIOR END 07/04/09	
END DATE CHG	4637283	Shandy Ginger 4/6/12 B	79871320008	12/1/2008	3/28/2009	\$27.95	\$5.00	\$22.95	15	MIX & MATCH - PRIOR END 07/04/09	
END DATE CHG	4638283	Shandy Sorrell 4/6/12 B	79871322008	12/1/2008	3/28/2009	\$27.95	\$5.00	\$22.95	15	MIX & MATCH - PRIOR END 07/04/09	
END DATE CHG	4640283	Carib Lager 4/6/12 B	798713110344	12/1/2008	3/28/2009	\$27.95	\$5.00	\$22.95	15	MIX & MATCH - PRIOR END 07/04/09	
END DATE CHG	4640449	Carib Lager 4/6/10oz C	79871311043	12/1/2008	3/28/2009	\$22.65	\$1.00	\$21.65	15	MIX & MATCH - PRIOR END 07/04/09	
END DATE CHG	4636283	Shandy Lime 4/6/12 B	79871321010	12/1/2008	3/28/2009	\$27.95	\$6.00	\$21.95	35	MIX & MATCH - PRIOR END DATE 07/04	
END DATE CHG	4637283	Shandy Ginger 4/6/12 B	79871320008	12/1/2008	3/28/2009	\$27.95	\$6.00	\$21.95	35	MIX & MATCH - PRIOR END DATE 07/04	
END DATE CHG	4638283	Shandy Sorrell 4/6/12 B	79871322008	12/1/2008	3/28/2009	\$27.95	\$6.00	\$21.95	35	MIX & MATCH - PRIOR END DATE 07/04	
END DATE CHG	4640283	Carib Lager 4/6/12 B	798713110344	12/1/2008	3/28/2009	\$27.95	\$6.00	\$21.95	35	MIX & MATCH - PRIOR END DATE 07/04	
END DATE CHG	4640449	Carib Lager 4/6/10oz C	79871311043	12/1/2008	3/28/2009	\$22.65	\$2.00	\$20.65	35	MIX & MATCH - PRIOR END DATE 07/04	
	4250221	Sapporo 1/12/16 B	87975004707	9/29/2008	7/4/2009	\$23.15	\$1.50	\$21.65	25		
	4250221	Sapporo 1/12/16 B	87975004707	9/29/2008	7/4/2009	\$23.15	\$2.00	\$21.15	50		
	4250402	Sapporo 1/12/22 C	87975026501	9/29/2008	7/4/2009	\$26.50	\$2.00	\$24.50	1		
	4250402	Sapporo 1/12/22 C	87975026501	9/29/2008	7/4/2009	\$26.50	\$3.00	\$23.50	10		
	4250402	Sapporo 1/12/22 C	87975026501	9/29/2008	7/4/2009	\$26.50	\$4.00	\$22.50	25		
NEW	1097275	Presidente 2/12/12 B	719057001563	3/2/2009	7/4/2009	\$26.95	\$3.85	\$23.10	14	MIX & MATCH	
NEW	1097428	Presidente 2/12/12 Can	71905701169	3/2/2009	7/4/2009	\$26.95	\$3.85	\$23.10	14	MIX & MATCH	
NEW	1098275	Presidente Lt 2/12/12 B	719057011647	3/2/2009	7/4/2009	\$26.95	\$3.85	\$23.10	14	MIX & MATCH	
NEW	1097275	Presidente 2/12/12 B	719057001563	3/2/2009	7/4/2009	\$26.95	\$5.95	\$21.00	100	MIX & MATCH	
NEW	1097428	Presidente 2/12/12 Can	71905701169	3/2/2009	7/4/2009	\$26.95	\$5.95	\$21.00	100	MIX & MATCH	
NEW	1098275	Presidente Lt 2/12/12 B	719057011647	3/2/2009	7/4/2009	\$26.95	\$5.95	\$21.00	100	MIX & MATCH	
NEW PROMO	4100275	Moosehead 2/12/12 B	72311930406	3/30/2009	10/3/2009	\$23.95	\$3.45	\$20.50	7	MIX & MATCH	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	4102275	Moosehead Lt 2/12/12 B	776029701777	3/30/2009	10/3/2009	\$23.95	\$3.45	\$20.50	7	MIX & MATCH	

## WATER/SODA/OTHER

### Nestle Pure Life

	4053270	Nestle Water 1/30/16.9 B PL	68274734410	12/31/2007	7/4/2009	\$7.25	\$1.00	\$6.25	54		
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## SPIRITS

### Blue Head Tequila, LLC(BH)

	5402202	BH Tequila Gold 1/3/750ML B	894367001059	1/7/2008	7/4/2009	\$49.50	\$6.00	\$43.50	1		
	5404202	BH Tequila Silver 1/3/750ML B	894367001110	1/7/2008	7/4/2009	\$49.50	\$6.00	\$43.50	1		
	5401202	BH Tequila Blanco 1/3/750ML B	894367001202	1/7/2008	7/4/2009	\$94.50	\$11.50	\$83.00	1		
	5403202	BH Tequila Reposado 1/3/750ML B	894367001122	1/7/2008	7/4/2009	\$99.50	\$12.00	\$87.50	1		
	5405202	BH Tequila Tri Pack 1/3/750ML B	894367001264	1/7/2008	7/4/2009	\$102.84	\$12.33	\$90.51	1		
	5400202	BH Tequila Anejo 1/3/750ML B	894367001134	1/7/2008	7/4/2009	\$114.50	\$13.50	\$101.00	1		
	5406211	BH Tequila Variety 1/6/750ML B		1/7/2008	7/4/2009	\$149.00	\$14.00	\$135.00	1		