

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

Distributor J. J. Taylor Distributing Florida, Inc. – Tampa Sales Center Date 07/02/09

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

City Tampa, FL 33619 Beginning Date 10/05/09

Notice No. 09 - 042 Page 1 of 3 Ending Date Indefinite

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

**NEW OFF PREMISE PROMOTIONS AS OF 10/05/09**

Brand & Package	Case Quantity	Posted Price Per Case	Price After Posting	Dates	Notes
High Life Lt 1/18/12 C	5	\$9.19	\$10.15	10/05/09 - 01/02/10	Mix & Match
High Life 1/18/12 C	5	\$9.19	\$10.15	10/05/09 - 01/02/10	Mix & Match
Keystone Lt 1/18/12 C	5	\$9.19	\$10.15	10/05/09 - 01/02/10	Mix & Match
Icehouse 1/18/12 C	5	\$9.19	\$10.15	10/05/09 - 01/02/10	Mix & Match
Keystone Ice 2/12/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Keystone Lt 1/24/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Keystone Lt 2/12/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best 1/24/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best 2/12/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best Ice 1/24/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best Ice 2/12/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best Lt 1/24/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
Mil Best Lt 2/12/12 C	1	\$12.35	\$12.75	10/05/09 - 01/02/10	
High Life 1/24/12 C	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
High Life Lt 2/12/12 C	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
High Life Lt 2/12/12 B	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
High Life Lt 1/24/12 C	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
High Life 2/12/12 B	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
High Life 2/12/12 C	1	\$12.90	\$13.40	10/05/09 - 01/02/10	
Coors Lt 1/18/12 C	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/18/12 B	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
Coors Banquet 1/18/12 C	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
Coors Banquet 1/18/12 B	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
MGDL 64 1/18/12 C	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
MGDL 64 1/18/12 B	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
MGD 1/18/12 C	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
MGD 1/18/12 B	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
Lite 1/18/12 C	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match
Lite 1/18/12 B	10	\$12.95	\$13.70	10/05/09 - 01/02/10	Mix & Match

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**NEW OFF PREMISE PROMOTIONS AS OF 10/05/09**

Brand & Package	Case Quantity	Posted Price Per Case	Price After Posting	Dates	Notes
Mil Best Lt 6/4/16 C	2	\$13.50	\$13.90	10/05/09 - 01/02/10	Mix & Match
Mil Best Ice 6/4/16 C	2	\$13.50	\$13.90	10/05/09 - 01/02/10	Mix & Match
Mil Best 6/4/16 C	2	\$13.50	\$13.90	10/05/09 - 01/02/10	Mix & Match
Keystone Ice 6/4/16 C	2	\$13.50	\$13.90	10/05/09 - 01/02/10	Mix & Match
Keystone Lt 6/4/16 C	2	\$13.50	\$13.90	10/05/09 - 01/02/10	Mix & Match
High Life 6/4/16 C	7	\$13.50	\$14.15	10/05/09 - 01/02/10	Mix & Match
Icehouse 6/4/16 C	7	\$13.50	\$14.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 B HG	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 2/12/12 C	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 2/12/12 B	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 B On	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 C	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 B On	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 B HG	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 C	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGD 1/24/12 C	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGDL 64 1/24/12 C	7	\$16.90	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 B HG	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 2/12/12 C	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 2/12/12 B	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 B On	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Lt 1/24/12 C	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 B On	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 B HG	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 1/24/12 C	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGD 1/24/12 C	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGDL 64 1/24/12 C	120	\$16.10	\$18.15	10/05/09 - 01/02/10	Mix & Match

**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

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Coors Banquet 2/12/12 C	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
Coors Banquet 2/12/12 B	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGD 2/12/12 C	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGD 2/12/12 B	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 2/12/12 C	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
Lite 2/12/12 B	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match
MGDL 64 2/12/12 B	7	\$17.45	\$18.15	10/05/09 - 01/02/10	Mix & Match

Frank J. Schwiep  
 Authorized Representative

Sr. VP of Sales & Marketing  
 Title