



# West Coast Off Premise Promotions/QD's

Friday, November 06, 2009



Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>DOMESTIC PARTNERS</b>											
<b>Mikes Hard Beverage Co</b>											
	3052281	Mikes Cranberry 4/6/11.2 B	635985606116	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3053281	Mikes Cranberry Lt 4/6/11.2 B	635985068235	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3058281	Mikes Hrd Lemonade 4/6/11.2 B	635985100621	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3060281	Mikes Lt 4/6/11.2 B	635985068228	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3069281	Mikes Hrd Pink Seasonal 4/6/11.2 B	635985060741	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3070281	Mikes Hrd Pom Bluebrry 4/6/11.2 B	635985060727	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3071281	Mikes Hrd Mango Punch 4/6/11.2 B	635985060703	1/5/2009	1/2/2010	\$26.20	\$2.80	\$23.40	3	MIX & MATCH - PRIOR END 10/03	
	3058273	Mikes Hrd Lemonade 2/12/11.2 B	635985120018	1/5/2009	1/2/2010	\$25.40	\$4.15	\$21.25	5	MIX & MATCH - PRIOR END 10/03/09	
	3066273	Mikes Variety Pk 2/12/11.2 B	635985129981	1/5/2009	1/2/2010	\$25.40	\$4.15	\$21.25	5	MIX & MATCH - PRIOR END 10/03/09	
	3058273	Mikes Hrd Lemonade 2/12/11.2 B	635985120018	11/16/2009	1/2/2010	\$25.40	\$2.45	\$22.95	1		
	3066273	Mikes Variety Pk 2/12/11.2 B	635985129981	11/16/2009	1/2/2010	\$25.40	\$2.45	\$22.95	1		
	3067441	Mikes Harder Lemon 6/4/16oz C	635985010135	1/5/2009	1/2/2010	\$31.00	\$2.00	\$29.00	3	MIX & MATCH - PRIOR END 10/03/09	
	3068441	Mikes Harder Cran Lemon 6/4/16oz C	635985258766	1/5/2009	1/2/2010	\$31.00	\$2.00	\$29.00	3	MIX & MATCH - PRIOR END 10/03/09	
<b>MillerCoors Brewing Company</b>											
	1061441	Mil Best 6/4/16 C	34100001681	9/28/2009	1/2/2010	\$13.90	\$0.40	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1063441	Mil Best Ice 6/4/16 C	34100001629	9/28/2009	1/2/2010	\$13.90	\$0.40	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1064441	Mil Best Lt 6/4/16 C	34100001636	9/28/2009	1/2/2010	\$13.90	\$0.40	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1510441	Keystone Ice 6/4/16 C	71990477073	9/28/2009	1/2/2010	\$13.90	\$0.40	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1511441	Keystone Lt 6/4/16 C	71990480080	9/28/2009	1/2/2010	\$13.90	\$0.40	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1061441	Mil Best 6/4/16 C	34100001681	9/28/2009	1/2/2010	\$13.90	\$0.75	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1063441	Mil Best Ice 6/4/16 C	34100001629	9/28/2009	1/2/2010	\$13.90	\$0.75	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1064441	Mil Best Lt 6/4/16 C	34100001636	9/28/2009	1/2/2010	\$13.90	\$0.75	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1510441	Keystone Ice 6/4/16 C	71990477073	9/28/2009	1/2/2010	\$13.90	\$0.75	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1511441	Keystone Lt 6/4/16 C	71990480080	9/28/2009	1/2/2010	\$13.90	\$0.75	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1012441	High Life 6/4/16 C	34100001520	9/28/2009	1/2/2010	\$14.15	\$0.65	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1015441	Icehouse 6/4/16 C	34100001605	9/28/2009	1/2/2010	\$14.15	\$0.65	\$13.50	3	M&M BEST/KEYSTONE/MHL/ICEHSE	TAMPA SALES CENTER ONLY
	1012441	High Life 6/4/16 C	34100001520	9/28/2009	1/2/2010	\$14.15	\$1.00	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1015441	Icehouse 6/4/16 C	34100001605	9/28/2009	1/2/2010	\$14.15	\$1.00	\$13.15	7	M&M BEST/KEYSTONE/MHL/ICEHSE	FT MYERS SALES CENTER ONLY
	1510441	Keystone Ice 6/4/16 C	71990477073	9/28/2009	1/2/2010	\$13.90	\$3.05	\$10.85	1		OKEECHOBEE ONLY

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	1012233	High Life 1/12/32 B	34100000318	9/27/2009	1/2/2010	\$15.75	\$0.95	\$14.80	7	MIX & MATCH	FT MYERS SALES CENTER ONLY
	1012408	High Life 1/12/32 C	34100000080	9/27/2009	1/2/2010	\$15.75	\$0.95	\$14.80	7	MIX & MATCH	FT MYERS SALES CENTER ONLY
	1056233	Mickeys Malt 1/12/32 B	34100001834	9/27/2009	1/2/2010	\$15.75	\$0.95	\$14.80	7	MIX & MATCH	FT MYERS SALES CENTER ONLY
	1061233	Mil Best 1/12/32 B	34100001810	9/27/2009	1/2/2010	\$15.75	\$0.95	\$14.80	7	MIX & MATCH	FT MYERS SALES CENTER ONLY
	1069408	Olde English 1/12/32 B	34100006167	9/27/2009	1/2/2010	\$15.75	\$0.95	\$14.80	7	MIX & MATCH	FT MYERS SALES CENTER ONLY
	1012233	High Life 1/12/32 B	34100000318	9/28/2009	1/2/2010	\$15.75	\$0.60	\$15.15	7	MIX & MATCH	TAMPA SALES CENTER ONLY
	1012408	High Life 1/12/32 C	34100000080	9/28/2009	1/2/2010	\$15.75	\$0.60	\$15.15	7	MIX & MATCH	TAMPA SALES CENTER ONLY
	1056233	Mickeys Malt 1/12/32 B	34100001834	9/28/2009	1/2/2010	\$15.75	\$0.60	\$15.15	7	MIX & MATCH	TAMPA SALES CENTER ONLY
	1061233	Mil Best 1/12/32 B	34100001810	9/28/2009	1/2/2010	\$15.75	\$0.60	\$15.15	7	MIX & MATCH	TAMPA SALES CENTER ONLY
	1069408	Olde English 1/12/32 B	34100006167	9/28/2009	1/2/2010	\$15.75	\$0.60	\$15.15	7	MIX & MATCH	TAMPA SALES CENTER ONLY
	1061417	Mil Best 1/24/12 C	34100313067	9/28/2009	1/2/2010	\$12.70	\$0.40	\$12.30	1		
	1063417	Mil Best Ice 1/24/12 C	34100303068	9/28/2009	1/2/2010	\$12.70	\$0.40	\$12.30	1		
	1064417	Mil Best Lt 1/24/12 C	34100073060	9/28/2009	1/2/2010	\$12.70	\$0.40	\$12.30	1		
	1511417	Keystone Lt 1/24/12 C	71990480066	9/28/2009	1/2/2010	\$12.70	\$0.40	\$12.30	1		
	1061428	Mil Best 2/12/12 C	34100316020	9/28/2009	1/2/2010	\$12.75	\$0.40	\$12.35	1		
	1063428	Mil Best Ice 2/12/12 C	34100306021	9/28/2009	1/2/2010	\$12.75	\$0.40	\$12.35	1		
	1064428	Mil Best Lt 2/12/12 C	34100076023	9/28/2009	1/2/2010	\$12.75	\$0.40	\$12.35	1		
	1510428	Keystone Ice 2/12/12 C	71990477028	9/28/2009	1/2/2010	\$12.75	\$0.40	\$12.35	1		
	1511428	Keystone Lt 2/12/12 C	71990480042	9/28/2009	1/2/2010	\$12.75	\$0.40	\$12.35	1		
	1084441	Steel Reserve 6/4/16 C	78250004642	9/27/2009	1/2/2010	\$13.30	\$0.55	\$12.75	1		
	1084441	Steel Reserve 6/4/16 C	78250004642	9/28/2009	1/2/2010	\$13.30	\$0.95	\$12.35	7		
	1056283	Mickeys Malt 4/6/12 B	34100778354	9/28/2009	1/2/2010	\$17.80	\$0.95	\$16.85	1		
	1528230	Blue Moon Gran Cru Ssl 1/12/25.4 B	71990095130	10/26/2009	1/2/2010	\$89.95	\$1.00	\$88.95	1		
END DATE CHG	1012417	High Life 1/24/12 C	34100013066	9/28/2009	1/2/2010	\$13.30	\$0.50	\$12.80	1	THIS PRICE NOW EXTENDED	
END DATE CHG	1014417	High Life Lt 1/24/12 C	34100033064	9/28/2009	1/2/2010	\$13.30	\$0.50	\$12.80	1	THIS PRICE NOW EXTENDED	
	1012275	High Life 2/12/12 B	34100015091	9/28/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1		
	1012428	High Life 2/12/12 C	34100016364	9/28/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1		
	1014275	High Life Lt 2/12/12 B	34100035099	9/28/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1		
	1014428	High Life Lt 2/12/12 C	34100036362	9/28/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1		
CANCELLED!	1012417	High Life 1/24/12 C	34100013066	11/2/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1	THIS PROMO NOW CANCELLED	
CANCELLED!	1014417	High Life Lt 1/24/12 C	34100033064	11/2/2009	1/2/2010	\$13.35	\$0.50	\$12.85	1	THIS PROMO NOW CANCELLED	
	1015275	Icehouse 2/12/12 B	34100625092	9/28/2009	1/2/2010	\$14.38	\$0.96	\$13.42	1		
	1015428	Icehouse 2/12/12 C	34100626020	9/28/2009	1/2/2010	\$14.38	\$0.96	\$13.42	1		
	1040316	Lite 2/9/16 B Aluminum	34100570231	4/20/2009	1/2/2010	\$19.20	\$1.62	\$17.58	1		

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	1012410	High Life 1/18/12 C	34100013400	9/28/2009	1/2/2010	\$9.80	\$0.95	\$8.85	1	CHANGING FROM 5+ TO CS 1	
	1014410	High Life Lt 1/18/12 C	34100013408	9/28/2009	1/2/2010	\$9.80	\$0.95	\$8.85	1	CHANGING FROM 5+ TO CS 1	
	1511410	Keystone Lt 1/18/12 C	71990480165	9/28/2009	1/2/2010	\$9.80	\$0.95	\$8.85	1	CHANGING FROM 5+ TO CS 1	
	1015410	Icehouse 1/18/12 C	34100623401	9/28/2009	1/2/2010	\$10.15	\$1.30	\$8.85	1	CHANGING FROM 5+ TO CS 1	
	1015288	Icehouse 4/6/16 B PL	34100625702	9/28/2009	1/2/2010	\$23.35	\$2.65	\$20.70	1	MIX & MATCH	
	1040288	Lite 4/6/16 B PL	34100575700	9/28/2009	1/2/2010	\$23.35	\$2.65	\$20.70	1	MIX & MATCH	
	1508288	Coors Lt 4/6/16 B PL	71990300975	9/28/2009	1/2/2010	\$23.35	\$2.65	\$20.70	1	MIX & MATCH	
	1040441	Lite 6/4/16 C	34100001582	9/28/2009	1/2/2010	\$20.70	\$1.00	\$19.70	1		
	1508296	Coors Lt 6/4/16 B	71990300258	9/28/2009	1/2/2010	\$20.70	\$1.00	\$19.70	1		
	1508435	Coors Lt 4/6/16 C	71990320003	9/28/2009	1/2/2010	\$20.70	\$1.00	\$19.70	1		
NEW PROMO	1040441	Lite 6/4/16 C	34100001582	11/22/2009	3/27/2010	\$20.70	\$3.95	\$16.75	3	MIX & MATCH	
NEW PROMO	1508435	Coors Lt 4/6/16 C	71990320003	11/22/2009	3/27/2010	\$20.70	\$3.95	\$16.75	3	MIX & MATCH	
	1040403	Lite 1/12/24 C	34100003555	9/28/2009	1/2/2010	\$17.75	\$1.25	\$16.50	2	MIX & MATCH	
	1507403	Coors Banquet 1/12/24 C	71990100711	9/28/2009	1/2/2010	\$17.75	\$1.25	\$16.50	2	MIX & MATCH	
	1508403	Coors Lt 1/12/24 C	71990300654	9/28/2009	1/2/2010	\$17.75	\$1.25	\$16.50	2	MIX & MATCH	
	1040233	Lite 1/12/32 B	34100003821	9/28/2009	1/2/2010	\$21.35	\$1.30	\$20.05	2	MIX & MATCH	
	1040408	Lite 1/12/32 C	34100003586	9/28/2009	1/2/2010	\$21.35	\$1.30	\$20.05	2	MIX & MATCH	

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	1040242	Lite 1/18/12 B	34100572563	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1040410	Lite 1/18/12 C	34100573409	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1047242	MGD 1/18/12 B	34100172565	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1047410	MGD 1/18/12 C	34100173401	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1049242	MGDL 64 1/18/12 B	34100152567	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1049410	MGDL 64 1/18/12 C	34100153403	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1507242	Coors Banquet 1/18/12 B	71990100780	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1507410	Coors Banquet 1/18/12 C	71990100209	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1508242	Coors Lt 1/18/12 B	71990300784	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1508410	Coors Lt 1/18/12 C	71990300173	9/28/2009	1/2/2010	\$13.70	\$0.75	\$12.95	10	MIX & MATCH	
	1040242	Lite 1/18/12 B	34100572563	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1040410	Lite 1/18/12 C	34100573409	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1047242	MGD 1/18/12 B	34100172565	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1047410	MGD 1/18/12 C	34100173401	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1049242	MGDL 64 1/18/12 B	34100152567	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1049410	MGDL 64 1/18/12 C	34100153403	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1507242	Coors Banquet 1/18/12 B	71990100780	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1507410	Coors Banquet 1/18/12 C	71990100209	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1508242	Coors Lt 1/18/12 B	71990300784	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1508410	Coors Lt 1/18/12 C	71990300173	9/28/2009	1/2/2010	\$13.70	\$1.10	\$12.60	25	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1040242	Lite 1/18/12 B	34100572563	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1040410	Lite 1/18/12 C	34100573409	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1047242	MGD 1/18/12 B	34100172565	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1047410	MGD 1/18/12 C	34100173401	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1049242	MGDL 64 1/18/12 B	34100152567	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1049410	MGDL 64 1/18/12 C	34100153403	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1507242	Coors Banquet 1/18/12 B	71990100780	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1507410	Coors Banquet 1/18/12 C	71990100209	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1508242	Coors Lt 1/18/12 B	71990300784	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
	1508410	Coors Lt 1/18/12 C	71990300173	9/28/2009	1/2/2010	\$13.70	\$1.40	\$12.30	140	MIX & MATCH	GLADES/HENDRY/OKEE CNTY ONLY
BEGIN DATE CHG	1040423	Lite 1/24/8 C	34100573126	10/19/2009	1/2/2010	\$10.15	\$0.85	\$9.30	5	MIX & MATCH	FT MYERS SALES CENTER ONLY
BEGIN DATE CHG	1508436	Coors Lt 4/6/8 C	87800000409	10/19/2009	1/2/2010	\$10.15	\$0.85	\$9.30	5	MIX & MATCH	FT MYERS SALES CENTER ONLY

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	1040255	Lite 1/24/12 B HG	34100572433	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040256	Lite 1/24/12 B On	34100572150	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040417	Lite 1/24/12 C	34100573065	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1047417	MGD 1/24/12 C	34100173067	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1049417	MGDL 64 1/24/12 C	34100153069	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508255	Coors Lt 1/24/12 B HG	71990300791	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508256	Coors Lt 1/24/12 B On	71990000004	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508417	Coors Lt 1/24/12 C	71990316006	11/2/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040255	Lite 1/24/12 B HG	34100572433	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040256	Lite 1/24/12 B On	34100572150	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040417	Lite 1/24/12 C	34100573065	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1047417	MGD 1/24/12 C	34100173067	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1049417	MGDL 64 1/24/12 C	34100153069	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508255	Coors Lt 1/24/12 B HG	71990300791	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508256	Coors Lt 1/24/12 B On	71990000004	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508417	Coors Lt 1/24/12 C	71990316006	11/2/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040255	Lite 1/24/12 B HG	34100572433	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040256	Lite 1/24/12 B On	34100572150	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040417	Lite 1/24/12 C	34100573065	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1047417	MGD 1/24/12 C	34100173067	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1049417	MGDL 64 1/24/12 C	34100153069	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508255	Coors Lt 1/24/12 B HG	71990300791	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508256	Coors Lt 1/24/12 B On	71990000004	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1508417	Coors Lt 1/24/12 C	71990316006	11/2/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	AS OF 11/16 M/M W/YUENG 24P CANS	
	1040275	Lite 2/12/12 B	34100575090	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1040428	Lite 2/12/12 C	34100576363	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1047275	MGD 2/12/12 B	34100175092	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1047428	MGD 2/12/12 C	34100176365	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1049275	MGDL 64 2/12/12 B	34100155094	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1507275	Coors Banquet 2/12/12 B	71990100742	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1507428	Coors Banquet 2/12/12 C	71990000479	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1508275	Coors Lt 2/12/12 B	71990300692	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1508428	Coors Lt 2/12/12 C	71990000486	9/28/2009	1/2/2010	\$18.15	\$0.70	\$17.45	7	MIX & MATCH	
	1512283	Killian 4/6/12 B	71990700027	10/20/2008	1/2/2010	\$20.15	\$0.60	\$19.55	1	PRIOR END 09/26/09	
	1513283	Molson Canadian 4/6/12 B	68213031129	9/28/2009	1/2/2010	\$21.30	\$0.95	\$20.35	1		
	1514283	Molson Golden 4/6/12 B	68213021120	9/28/2009	1/2/2010	\$21.30	\$0.95	\$20.35	1		
	1515283	Molson Ice 4/6/12 B	68213091123	9/28/2009	1/2/2010	\$21.30	\$0.95	\$20.35	1		
	1512275	Killian 2/12/12 B	71990764005	9/28/2009	1/2/2010	\$20.15	\$1.60	\$18.55	1		
	1513275	Molson Canadian 2/12/12 B	68213031174	9/28/2009	1/2/2010	\$20.45	\$1.90	\$18.55	1		
	1515275	Molson Ice 2/12/12 B	68213091178	9/28/2009	1/2/2010	\$20.45	\$1.90	\$18.55	1		
	1008275	Fosters 2/12/12 B	70897011250	9/28/2009	1/2/2010	\$22.10	\$3.55	\$18.55	1		
	1008428	Fosters 2/12/12 C	70897013254	9/28/2009	1/2/2010	\$22.10	\$3.55	\$18.55	1		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	1008406	Fosters 1/12/25.4 C	70897013315	9/28/2009	1/2/2010	\$19.50	\$2.80	\$16.70	1		
	1010406	Fosters Premium Ale 1/12/25.4 C	70897183315	9/28/2009	1/2/2010	\$19.50	\$2.80	\$16.70	1		
	1026275	Lein Explorer 2/12/12 B	34100785741	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1501275	Blue Moon 2/12/12 B	71990095161	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1502275	Blue Moon Fall Ssl 2/12/12 B	71990095369	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1503275	Blue Moon Spring Ssl 2/12/12 B	71990095369	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1505275	Blue Moon Summer Ssl 2/12/12 B	71990095369	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1506275	Blue Moon Winter Ssl 2/12/12 B	71990095369	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1520275	Blue Moon Variety 2/12/12 B	71990095543	11/2/2009	1/2/2010	\$27.10	\$3.32	\$23.78	2	MIX & MATCH	
	1022283	Lein Berry 4/6/12 B	34100255053	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1027283	Lein Hny Wss 4/6/12 B	34100485054	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1032283	Lein Okt 4/6/12 B	34100728052	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1037283	Lein Sum Shandy 4/6/12 B	34100728052	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1038283	Lein Sunset 4/6/12 B	34100498054	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1110283	Lein Fireside Nut Brown 4/6/12 B	34100728052	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1112284	Lein Variety 4/6/12 B 7/11 PK	34100785055	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1114283	Lein 1888 Bock 4/6/12 B	34100728052	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1116283	Lein Classic Amber 4/6/12 B	34100478056	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1501283	Blue Moon 4/6/12 B	71990095116	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1502283	Blue Moon Fall Ssl 4/6/12 B	71990095321	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1503283	Blue Moon Spring Ssl 4/6/12 B	71990095321	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1505283	Blue Moon Summer Ssl 4/6/12 B	71990095321	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1506283	Blue Moon Winter Ssl 4/6/12 B	71990095321	10/20/2008	1/2/2010	\$27.85	\$2.79	\$25.06	2	MIX & MATCH	
	1105275	Grolsch 2/12/12 B	83741100123	9/21/2009	11/21/2009	\$25.40	\$1.60	\$23.80	1		
	1105427	Grolsch 2/12/11.2 C	83741160028	9/21/2009	11/21/2009	\$25.40	\$1.60	\$23.80	1		
	1107275	Grolsch Light 2/12/12 B	83741225024	9/21/2009	11/21/2009	\$25.40	\$1.60	\$23.80	1		
REVISED!	1105275	Grolsch 2/12/12 B	83741100123	11/30/2009	1/2/2010	\$25.40	\$4.10	\$21.30	1	NEW PROMO PRICE AS OF 11/30	
REVISED!	1105427	Grolsch 2/12/11.2 C	83741160028	11/30/2009	1/2/2010	\$25.40	\$4.10	\$21.30	1	NEW PROMO PRICE AS OF 11/30	
REVISED!	1107275	Grolsch Light 2/12/12 B	83741225024	11/30/2009	1/2/2010	\$25.40	\$4.10	\$21.30	1	NEW PROMO PRICE AS OF 11/30	
END DATE CHG	1105275	Grolsch 2/12/12 B	83741100123	5/4/2009	11/28/2009	\$25.40	\$2.45	\$22.95	10	ENDING 11/28 DUE TO NEW CS 1 EDLP	
END DATE CHG	1105427	Grolsch 2/12/11.2 C	83741160028	5/4/2009	11/28/2009	\$25.40	\$2.45	\$22.95	10	ENDING 11/28 DUE TO NEW CS 1 EDLP	
END DATE CHG	1107275	Grolsch Light 2/12/12 B	83741225024	5/4/2009	11/28/2009	\$25.40	\$2.45	\$22.95	10	ENDING 11/28 DUE TO NEW CS 1 EDLP	
END DATE CHG	1105317	Grolsch 6/4/15.2 B	83741503146	6/29/2009	11/28/2009	\$44.25	\$4.40	\$39.85	1	ENDING EARLY DUE TO NEW EDLP	
	1105317	Grolsch 6/4/15.2 B	83741503146	11/30/2009	1/2/2010	\$44.25	\$8.30	\$35.95	1	NEW EDLP AS OF 11/30	
	1105431	Grolsch 2/1/5L C	83741111525	5/4/2009	1/2/2010	\$47.00	\$7.00	\$40.00	1	PRIOR END 10/03/09	ALL COUNTIES W COAST AS OF 08/03
	1070283	Peroni 4/6/12 B	181954000022	11/23/2009	1/2/2010	\$28.75	\$3.20	\$25.55	1		
	1071283	Pilsner Urquell 4/6/12 B	72311630016	11/23/2009	1/2/2010	\$28.75	\$3.20	\$25.55	1		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	1070275	Peroni 2/12/12 B	181954000046	11/9/2009	12/19/2009	\$27.15	\$1.75	\$25.40	1		
	1071275	Pilsner Urquell 2/12/12 B	72311133128	11/9/2009	12/19/2009	\$27.15	\$1.75	\$25.40	1		
END DATE CHG	1501283	Blue Moon 4/6/12 B	71990095116	6/8/2009	12/5/2009	\$27.85	\$4.79	\$23.06	64	MIX & MATCH - PRIOR END 09/12	
END DATE CHG	1502283	Blue Moon Fall Ssl 4/6/12 B	71990095321	6/8/2009	12/5/2009	\$27.85	\$4.79	\$23.06	64	MIX & MATCH - PRIOR END 09/12	
END DATE CHG	1503283	Blue Moon Spring Ssl 4/6/12 B	71990095321	6/8/2009	12/5/2009	\$27.85	\$4.79	\$23.06	64	MIX & MATCH - PRIOR END 09/12	
END DATE CHG	1505283	Blue Moon Summer Ssl 4/6/12 B	71990095321	6/8/2009	12/5/2009	\$27.85	\$4.79	\$23.06	64	MIX & MATCH - PRIOR END 09/12	
END DATE CHG	1506283	Blue Moon Winter Ssl 4/6/12 B	71990095321	6/8/2009	12/5/2009	\$27.85	\$4.79	\$23.06	64	MIX & MATCH - PRIOR END 09/12	

### Pabst Brewing Co

	2701441	Colt 45 6/4/16 C	71250000171	9/28/2009	1/2/2010	\$15.35	\$1.00	\$14.35	7	MIX & MATCH W/COLT/BULL/OM QTS	
	2708441	Schlitz Malt Liquor 6/4/16 C	52300003267	9/28/2009	1/2/2010	\$15.35	\$1.00	\$14.35	7	MIX & MATCH W/COLT/BULL/OM QTS	
	2711441	Schlitz High Gravity 6/4/16 C	52300001461	9/28/2009	1/2/2010	\$15.35	\$1.00	\$14.35	7	MIX & MATCH W/COLT/BULL/OM QTS	
	2700233	Bull Ice 1/12/32 B	92000000029	9/28/2009	1/2/2010	\$17.60	\$2.45	\$15.15	7	MIX & MATCH W/COLT/BULL 16OZ	
	2701233	Colt 45 1/12/32 B	71250000188	9/28/2009	1/2/2010	\$17.60	\$2.45	\$15.15	7	MIX & MATCH W/COLT/BULL 16OZ	
	2702233	Old Milwaukee 1/12/32 B	52300000266	9/28/2009	1/2/2010	\$17.60	\$2.45	\$15.15	7	MIX & MATCH W/COLT/BULL 16OZ	
	2708233	Schlitz Malt Liquor 1/12/32 B	52300000464	9/28/2009	1/2/2010	\$17.60	\$2.45	\$15.15	7	MIX & MATCH W/COLT/BULL 16OZ	
	2702441	Old Milwaukee 6/4/16 C	52300004462	2/2/2009	1/2/2010	\$14.40	\$0.55	\$13.85	1	PRIOR END 09/26/09	
	2702417	Old Milwaukee 1/24/12 C	523000029663	9/28/2009	1/2/2010	\$13.20	\$0.90	\$12.30	1	NEW PROMO PRICE	
	2703417	Old Milwaukee Light 1/24/12 C	52300009665	9/28/2009	1/2/2010	\$13.20	\$0.90	\$12.30	1	NEW PROMO PRICE	
	2702428	Old Milwaukee 2/12/12 C	523000025405	9/29/2008	1/2/2010	\$13.20	\$0.85	\$12.35	1	PRIOR END 09/26/09	
	2703428	Old Milwaukee Light 2/12/12 C	52300005407	9/29/2008	1/2/2010	\$13.20	\$0.85	\$12.35	1	PRIOR END 09/26/09	
	2705275	Pabst 2/12/12 B	22100002883	9/28/2009	1/2/2010	\$14.38	\$0.96	\$13.42	1		
	2705428	Pabst 2/12/12 C	22100001701	9/28/2009	1/2/2010	\$14.38	\$0.96	\$13.42	1		
	2710428	Pabst Lt 2/12/12 C	22100475007	9/28/2009	1/2/2010	\$14.38	\$0.96	\$13.42	1		
	2705275	Pabst 2/12/12 B	22100002883	12/7/2009	12/19/2009	\$14.38	\$1.48	\$12.90	5	MIX & MATCH	
	2705428	Pabst 2/12/12 C	22100001701	12/7/2009	12/19/2009	\$14.38	\$1.48	\$12.90	5	MIX & MATCH	
	2710428	Pabst Lt 2/12/12 C	22100475007	12/7/2009	12/19/2009	\$14.38	\$1.48	\$12.90	5	MIX & MATCH	
	2712283	Southampton Altbier 4/6/12 B	687151900016	11/30/2009	1/2/2010	\$27.85	\$1.90	\$25.95	1		
	2713283	Southampton Dbl White 4/6/12 B	687151900092	11/30/2009	1/2/2010	\$27.85	\$1.90	\$25.95	1		
	2714283	Southampton IPA 4/6/12 B	687151900115	11/30/2009	1/2/2010	\$27.85	\$1.90	\$25.95	1		
	2715283	Southampton Imperial Porter 4/6/12 B	687151901013	11/30/2009	1/2/2010	\$27.85	\$1.90	\$25.95	1		

### Sierra Nevada Brewing Co.

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	3518275	Sierra Anniv Ale 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$2.72	\$24.44	7	MIX & MATCH 12PKS ONLY	
	3520275	Sierra Celebration 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$2.72	\$24.44	7	MIX & MATCH 12PKS ONLY	
	3521275	Sierra ESB 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$2.72	\$24.44	7	MIX & MATCH 12PKS ONLY	
	3523275	Sierra Pale Ale 2/12/12 B	83783375121	1/5/2009	1/2/2010	\$27.16	\$2.72	\$24.44	7	MIX & MATCH 12PKS ONLY	
	3526275	Sierra Summerfest 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$2.72	\$24.44	7	MIX & MATCH 12PKS ONLY	
	3518275	Sierra Anniv Ale 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$3.06	\$24.10	50	MIX & MATCH 6PKS & 12PKS	
	3520275	Sierra Celebration 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$3.06	\$24.10	50	MIX & MATCH 6PKS & 12PKS	
	3521275	Sierra ESB 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$3.06	\$24.10	50	MIX & MATCH 6PKS & 12PKS	
	3523275	Sierra Pale Ale 2/12/12 B	83783375121	1/5/2009	1/2/2010	\$27.16	\$3.06	\$24.10	50	MIX & MATCH 6PKS & 12PKS	
	3526275	Sierra Summerfest 2/12/12 B	83783228120	1/5/2009	1/2/2010	\$27.16	\$3.06	\$24.10	50	MIX & MATCH 6PKS & 12PKS	
	3518283	Sierra Anniv Ale 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3520283	Sierra Celebration 4/6/12 B	83783228229	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3521283	Sierra ESB 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3523283	Sierra Pale Ale 4/6/12 B	83783375213	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3524283	Sierra Porter 4/6/12 B	83783475210	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3525283	Sierra Stout 4/6/12 B	83783375217	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3526283	Sierra Summerfest 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3527283	Sierra Wheat 4/6/12 B	83783628227	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3529283	Sierra Torpedo 4/6/12 B	83783331004	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3530283	Sierra Kellerweis 4/6/12 B	8378333101	1/5/2009	1/2/2010	\$27.85	\$3.50	\$24.35	50	MIX & MATCH 6PKS & 12PKS	
	3518283	Sierra Anniv Ale 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3520283	Sierra Celebration 4/6/12 B	83783228229	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3521283	Sierra ESB 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3523283	Sierra Pale Ale 4/6/12 B	83783375213	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3524283	Sierra Porter 4/6/12 B	83783475210	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3525283	Sierra Stout 4/6/12 B	83783375217	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3526283	Sierra Summerfest 4/6/12 B		1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3527283	Sierra Wheat 4/6/12 B	83783628227	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3529283	Sierra Torpedo 4/6/12 B	83783331004	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	
	3530283	Sierra Kellerweis 4/6/12 B	8378333101	1/5/2009	1/2/2010	\$27.85	\$2.79	\$25.06	7	MIX & MATCH 6PKS ONLY	

## The Boston Beer Company

END DATE CHG	2800275	Sam Adams 2/12/12 B	87692100140	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2804275	Sam Adams Brewmaster Collection 2/12/1	87692291039	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2813275	Sam Adams Lt 2/12/12 B	87692111030	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2814275	Sam Adams Octbfest 2/12/12 B	87692011033	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	INCLUDES ALL SEASONALS
END DATE CHG	2821275	Sam Adams Winter Classic 2/12/12 B	87692291039	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2829275	Sam Adams Harvest Collection 2/12/12 B	87692291039	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	INCLUDES ALL SEASONALS
END DATE CHG	2829275	Sam Adams Harvest Collection 2/12/12 B	87692291039	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2833275	Sam Adams Noble Pilsner 2/12/12 B	87692011033	8/3/2009	7/3/2010	\$27.10	\$3.32	\$23.78	7	M&M 6PKS & 12PKS - PRIOR END 01/02	INCLUDES ALL SEASONALS

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
END DATE CHG	2800283	Sam Adams 4/6/12 B	87692100126	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2801283	Sam Adams Black Lager 4/6/12 B	87692961024	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2802283	Sam Adams Boston Ale 4/6/12 B	87692300304	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2803283	Sam Adams Brewmaster 4/6/12 B	87692001027	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2805283	Sam Adams Brown Ale 4/6/12 B	87692721024	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2806283	Sam Adams Cherry Whl 4/6/12 B	87692271024	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2807283	Sam Adams Cream Stout 4/6/12 B	87692400202	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2809283	Sam Adams Hefeweizen 4/6/12 B	87692881025	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2810283	Sam Adams Honey Porter 4/6/12 B	87692671022	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2812283	Sam Adams Irish Red 4/6/12 B	87692791027	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2813283	Sam Adams Lt 4/6/12 B	87692111023	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2814283	Sam Adams Octbfest 4/6/12 B	87692300502	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	INCLUDES ALL SEASONALS
END DATE CHG	2815283	Sam Adams Pale Ale 4/6/12 B	87692531029	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2825283	Sam Adams Blackberry Wit 4/6/12 B	87692781028	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2826283	Sam Adams Longshot Variety 4/6/12 B	87692681021	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2832283	Sam Adams Coastal Wheat 4/6/12 B	87692881025	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	
END DATE CHG	2833283	Sam Adams Noble Pilsner 4/6/12 B	87692300502	6/1/2009	7/3/2010	\$27.85	\$2.79	\$25.06	7	M&M 6PKS & 12PKS - PRIOR END 01/02	INCLUDES ALL SEASONALS

END DATE CHG	2800269	Sam Adams 1/28/12 B	87692101192	10/4/2007	7/3/2010	\$26.35	\$3.00	\$23.35	48	PRIOR END 01/02/10	
END DATE CHG	2800253	Sam Adams 1/24/12 B	87692100010	10/4/2007	7/3/2010	\$25.35	\$3.00	\$22.35	48	NO MIX & MATCH - PRIOR END 01/02	
END DATE CHG	2803253	Sam Adams Brewmaster 1/24/12 B	87692001133	10/4/2007	7/3/2010	\$25.35	\$3.00	\$22.35	48	NO MIX & MATCH - PRIOR END 01/02	
END DATE CHG	2814253	Sam Adams Octbfest 1/24/12 B	87692300526	10/4/2007	7/3/2010	\$25.35	\$3.00	\$22.35	48	NO MIX & MATCH - PRIOR END 01/02	
END DATE CHG	2817253	Sam Adams Summer Styles 1/24/12 B	87692381068	10/4/2007	7/3/2010	\$25.35	\$3.00	\$22.35	48	NO MIX & MATCH - PRIOR END 01/02	
END DATE CHG	2821253	Sam Adams Winter Classic 1/24/12 B	87692291060	10/4/2007	7/3/2010	\$25.35	\$3.00	\$22.35	48	NO MIX & MATCH - PRIOR END 01/02	

## Yuengling

END DATE CHG	2502253	Yuengling Lager 1/24/12 B	89924410034	9/28/2009	11/14/2009	\$18.15	\$1.25	\$16.90	1		
END DATE CHG	2502417	Yuengling Lager 1/24/12 C	89924880073	9/28/2009	11/14/2009	\$18.15	\$1.25	\$16.90	1	CANS NO LONGER CS 1 AS OF 11/14	
	2502253	Yuengling Lager 1/24/12 B	89924410034	11/16/2009	1/2/2010	\$18.15	\$1.15	\$17.00	1	BOTTLES ARE CS 1 NO M&M	
	2502417	Yuengling Lager 1/24/12 C	89924880073	11/16/2009	1/2/2010	\$18.15	\$1.15	\$17.00	7	CANS ONLY M/M W MILLERCOORS 24PKS	
CANCELLED	2502253	Yuengling Lager 1/24/12 B	89924410034	9/28/2009	1/2/2010	\$18.15	\$2.05	\$16.10	120	MIX & MATCH THESE 24PKS ONLY	
	2502417	Yuengling Lager 1/24/12 C	89924880073	9/28/2009	11/14/2009	\$18.15	\$2.05	\$16.10	120	CANS CANCELLED AS OF 11/14/09	
	2502417	Yuengling Lager 1/24/12 C	89924880073	11/16/2009	1/2/2010	\$18.15	\$1.65	\$16.50	40	CANS ARE M&M W/MILLERCOORS	
	2502417	Yuengling Lager 1/24/12 C	89924880073	11/16/2009	1/2/2010	\$18.15	\$2.05	\$16.10	98	CANS ARE M&M W/MILLERCOORS	
	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	11/16/2009	1/2/2010	\$18.15	\$0.57	\$17.58	1		
	2502275	Yuengling Lager 2/12/12 B	89924278962	11/16/2009	1/2/2010	\$18.15	\$0.57	\$17.58	1		
	2502428	Yuengling Lager 2/12/12 C	89924278986	11/16/2009	1/2/2010	\$18.15	\$0.57	\$17.58	1		
	2504275	Yuengling Lt lager 2/12/12 B	89924230403	11/16/2009	1/2/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2502428	Yuengling Lager 2/12/12 C	89924278986	1/4/2010	3/6/2010	\$18.15	\$0.57	\$17.58	1		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	1/25/2010	4/3/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2502275	Yuengling Lager 2/12/12 B	89924278962	1/25/2010	4/3/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2504275	Yuengling Lt lager 2/12/12 B	89924230403	1/25/2010	4/3/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2502428	Yuengling Lager 2/12/12 C	89924278986	3/29/2010	5/1/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	5/3/2010	6/5/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2502275	Yuengling Lager 2/12/12 B	89924278962	5/3/2010	6/5/2010	\$18.15	\$0.57	\$17.58	1		
NEW PROMO	2504275	Yuengling Lt lager 2/12/12 B	89924230403	5/3/2010	6/5/2010	\$18.15	\$0.57	\$17.58	1		
END DATE CHG	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	9/28/2009	7/3/2010	\$18.15	\$2.05	\$16.10	70	MIX & MATCH - PRIOR END 01/02/10	OKEECHOBEE ONLY
END DATE CHG	2502275	Yuengling Lager 2/12/12 B	89924278962	9/28/2009	7/3/2010	\$18.15	\$2.05	\$16.10	70	MIX & MATCH - PRIOR END 01/02/10	OKEECHOBEE ONLY
END DATE CHG	2502428	Yuengling Lager 2/12/12 C	89924278986	9/28/2009	7/3/2010	\$18.15	\$2.05	\$16.10	70	MIX & MATCH - PRIOR END 01/02/10	OKEECHOBEE ONLY
END DATE CHG	2504275	Yuengling Lt lager 2/12/12 B	89924230403	9/28/2009	7/3/2010	\$18.15	\$2.05	\$16.10	70	MIX & MATCH - PRIOR END 01/02/10	OKEECHOBEE ONLY

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>IMPORT PARTNERS</b>											
<b>Guinness Import Co</b>											
	2324275	Red Stripe 2/12/12 B	83820138948	4/28/2008	1/2/2010	\$22.95	\$4.30	\$18.65	72	PRIOR END 10/03/09	
	2324275	Red Stripe 2/12/12 B	83820138948	12/14/2009	1/2/2010	\$22.95	\$2.60	\$20.35	1		
	2324283	Red Stripe 4/6/12 B	83820567939	11/2/2009	11/28/2009	\$26.15	\$1.55	\$24.60	1		
	2360281	Red Stripe Light 4/6/11.2 B	83820568110	11/2/2009	11/28/2009	\$26.15	\$1.55	\$24.60	1		
	2306283	Guin Stout 4/6/12 B	83820123937	4/13/2009	1/2/2010	\$29.45	\$4.80	\$24.65	72	PRIOR END 10/03/09	
	2306283	Guin Stout 4/6/12 B	83820123937	11/16/2009	1/2/2010	\$29.45	\$1.55	\$27.90	1		
	2306275	Guin Stout 2/12/12 B	8382023483	11/16/2009	1/2/2010	\$25.35	\$1.30	\$24.05	1		
	2303273	Guin Draught 2/12/11.2 B	83820104035	11/16/2009	1/2/2010	\$26.20	\$1.55	\$24.65	1		
	2314281	PB Mojito 4/6/11.2 B	82000741183	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2316281	PB Pineapple Colada 4/6/11.2 B	82000735939	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2317281	PB Sunset Surf 4/6/11.2 B	87000507852	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2319281	PB Wave Runner 4/6/11.2 B	87000507883	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2322281	Raw Lemon Tea 4/6/11.2 B	82000733904	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2326281	Smir Arctic Berry 4/6/11.2 B	82000735410	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2333281	Smir Grn Apple 4/6/11.2 B	82000727514	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2335281	Smir Ice 4/6/11.2 B	82000723851	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2337281	Smir Ice Light 4/6/11.2 B	82000740094	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2342281	Smir Pom Fusion 4/6/11.2 B	82000736813	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2343281	Smir Rasp 4/6/11.2 B	82000727545	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2345281	Smir Straw 4/6/11.2 B	82000740018	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2347281	Smir Trip Blk 4/6/11.2 B	82000726081	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2350281	Smir Wild Grape 4/6/11.2 B	82000732143	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2354281	Smir Ice Mango 4/6/11.2oz B	82000743446	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2355281	Smir Ice Passion 4/6/11.2oz B	82000743477	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2358281	PB Straw Daiquiri 4/6/11.2 B	82000743644	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	
	2361281	Smir Ice Pineapple 4/6/11.2oz B	82000747840	11/23/2009	1/2/2010	\$25.55	\$2.65	\$22.90	5	MIX & MATCH	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	2314281	PB Mojito 4/6/11.2 B	82000741183	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2316281	PB Pineapple Colada 4/6/11.2 B	82000735939	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2317281	PB Sunset Surf 4/6/11.2 B	87000507852	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2319281	PB Wave Runner 4/6/11.2 B	87000507883	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2322281	Raw Lemon Tea 4/6/11.2 B	82000733904	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2326281	Smir Arctic Berry 4/6/11.2 B	82000735410	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2333281	Smir Grn Apple 4/6/11.2 B	82000727514	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2335281	Smir Ice 4/6/11.2 B	82000723851	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2337281	Smir Ice Light 4/6/11.2 B	82000740094	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2342281	Smir Pom Fusion 4/6/11.2 B	82000736813	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2343281	Smir Rasp 4/6/11.2 B	82000727545	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2345281	Smir Straw 4/6/11.2 B	82000740018	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2347281	Smir Trip Blk 4/6/11.2 B	82000726081	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2350281	Smir Wild Grape 4/6/11.2 B	82000732143	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2354281	Smir Ice Mango 4/6/11.2oz B	82000743446	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2355281	Smir Ice Passion 4/6/11.2oz B	82000743477	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2358281	PB Straw Daiquiri 4/6/11.2 B	82000743644	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		
	2361281	Smir Ice Pineapple 4/6/11.2oz B	82000747840	11/23/2009	1/2/2010	\$25.55	\$0.80	\$24.75	1		

	2335253	Smir Ice 1/24/12 B	82000726180	10/6/2008	1/2/2010	\$24.50	\$5.70	\$18.80	72	PRIOR END 10/03/09	
	2335273	Smir Ice 2/12/11.2 B	82000725183	4/27/2009	1/2/2010	\$25.45	\$4.20	\$21.25	1	PRIOR END 10/03/09	
	2341273	Smir Party Pack 2/12/11.2 B	82000729082	4/27/2009	1/2/2010	\$25.45	\$4.20	\$21.25	1	PRIOR END 10/03/09	

	2303432	Guin Draught 3/8/14.9oz Cans	83820123685	11/16/2009	1/2/2010	\$36.85	\$2.40	\$34.45	1		NEW ITEM
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	2308283	Harp Lager 4/6/12 B	83820234732	11/16/2009	1/2/2010	\$26.15	\$1.95	\$24.20	1		
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	2352283	Smithwicks 4/6/12 B	83820071528	11/16/2009	1/2/2010	\$27.80	\$1.55	\$26.25	1		
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	2303281	Guin Draught 4/6/11.2 B	83820104011	11/16/2009	1/2/2010	\$29.45	\$1.55	\$27.90	1		
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	2303438	Guin Draught 6/4/14.9 C	83820123609	11/16/2009	1/2/2010	\$39.30	\$2.45	\$36.85	1		
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## Heineken USA

	2013283	Sol 4/6/12 B	72311630214	11/2/2009	11/28/2009	\$25.55	\$0.60	\$24.95	1		
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	2014283	Tecate 4/6/12 B	89826500017	11/30/2009	1/2/2010	\$18.00	\$1.00	\$17.00	1		
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	2014434	Tecate 4/6/12 C	89826000098	11/30/2009	1/2/2010	\$18.00	\$1.00	\$17.00	1		
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END DATE CHG	2014428	Tecate 2/12/12 C	89826900336	9/29/2008	7/3/2010	\$18.00	\$1.80	\$16.20	10	PRIOR END 01/02/10	
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END DATE CHG	2014428	Tecate 2/12/12 C	89826900336	11/30/2009	1/30/2010	\$18.00	\$1.00	\$17.00	1	PRIOR END 01/02/10	
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Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	2014428	Tecate 2/12/12 C	89826900336	3/29/2010	5/29/2010	\$18.00	\$1.00	\$17.00	1		
END DATE CHG	2014275	Tecate 2/12/12 B	89826912032	11/30/2009	1/30/2010	\$19.00	\$2.00	\$17.00	1	PRIOR END 01/02/10	
NEW PROMO	2014275	Tecate 2/12/12 B	89826912032	3/29/2010	5/29/2010	\$19.00	\$2.00	\$17.00	1		
END DATE CHG	2005283	Dos Equis Amber 4/6/12 B	72311630115	11/30/2009	1/30/2010	\$24.50	\$1.55	\$22.95	1	PRIOR END 01/02/10	
END DATE CHG	2006283	Dos Equis Special 4/6/12 B	72311630122	11/30/2009	1/30/2010	\$24.50	\$1.55	\$22.95	1	PRIOR END 01/02/10	
NEW PROMO	2005283	Dos Equis Amber 4/6/12 B	72311630115	3/29/2010	5/29/2010	\$24.50	\$1.55	\$22.95	1		
NEW PROMO	2006283	Dos Equis Special 4/6/12 B	72311630122	3/29/2010	5/29/2010	\$24.50	\$1.55	\$22.95	1		
END DATE CHG	2014428	Tecate 2/12/12 C	89826900336	7/27/2009	7/3/2010	\$18.00	\$1.00	\$17.00	3	MIX & MATCH BOTTLES AND CANS	
END DATE CHG	2014275	Tecate 2/12/12 B	89826912032	7/27/2009	7/3/2010	\$19.00	\$2.00	\$17.00	3	MIX & MATCH BOTTLES AND CANS	
	2005275	Dos Equis Amber 2/12/12 B	72311331401	2/23/2009	1/2/2010	\$23.80	\$0.85	\$22.95	1	PRIOR END 10/03/09	
	2006275	Dos Equis Special 2/12/12 B	72311230124	2/23/2009	1/2/2010	\$23.80	\$0.85	\$22.95	1	PRIOR END 10/03/09	
NEW PROMO	2005275	Dos Equis Amber 2/12/12 B	72311331401	1/4/2010	7/3/2010	\$23.80	\$1.85	\$21.95	1		
NEW PROMO	2006275	Dos Equis Special 2/12/12 B	72311230124	1/4/2010	7/3/2010	\$23.80	\$1.85	\$21.95	1		
NEW ITEM IN QD	7491275	Newcastle 2/12/12 B	88345100531	1/4/2010	7/3/2010	\$25.95	\$1.95	\$24.00	28	NEWCASTLE ADDED AS OF 01/04/10	
END DATE CHG	2000275	Amstel Lt 2/12/12 B	72890100160	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2000428	Amstel Lt 2/12/12 C	72890001511	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007275	Hein 2/12/12 B	72890000163	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007428	Hein 2/12/12 C	72890000200	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011275	Hein Lt 2/12/12 B	72890001597	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011428	Hein Lt 2/12/12 C	72890001887	1/5/2009	7/3/2010	\$26.30	\$2.30	\$24.00	28	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2000275	Amstel Lt 2/12/12 B	72890100160	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2000428	Amstel Lt 2/12/12 C	72890001511	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007275	Hein 2/12/12 B	72890000163	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007428	Hein 2/12/12 C	72890000200	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011275	Hein Lt 2/12/12 B	72890001597	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011428	Hein Lt 2/12/12 C	72890001887	5/4/2009	7/3/2010	\$26.30	\$2.85	\$23.45	42	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2000275	Amstel Lt 2/12/12 B	72890100160	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2000428	Amstel Lt 2/12/12 C	72890001511	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007275	Hein 2/12/12 B	72890000163	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007428	Hein 2/12/12 C	72890000200	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011275	Hein Lt 2/12/12 B	72890001597	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011428	Hein Lt 2/12/12 C	72890001887	11/2/2009	2/6/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH - PRIOR END 01/02/10	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	2000275	Amstel Lt 2/12/12 B	72890100160	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2000428	Amstel Lt 2/12/12 C	72890001511	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2007275	Hein 2/12/12 B	72890000163	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2007428	Hein 2/12/12 C	72890000200	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2011275	Hein Lt 2/12/12 B	72890001597	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2011428	Hein Lt 2/12/12 C	72890001887	3/1/2010	4/17/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2000275	Amstel Lt 2/12/12 B	72890100160	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2000428	Amstel Lt 2/12/12 C	72890001511	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2007275	Hein 2/12/12 B	72890000163	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2007428	Hein 2/12/12 C	72890000200	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2011275	Hein Lt 2/12/12 B	72890001597	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
NEW PROMO	2011428	Hein Lt 2/12/12 C	72890001887	5/3/2010	7/10/2010	\$26.30	\$0.85	\$25.45	7	MIX & MATCH	
	2007242	Hein 1/18/12 B	72890001528	11/16/2009	11/28/2009	\$19.80	\$2.25	\$17.55	100	MIX & MATCH 12PKS & 18PKS	
	2007242	Hein 1/18/12 B	72890001528	12/14/2009	1/2/2010	\$19.80	\$2.25	\$17.55	100	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007242	Hein 1/18/12 B	72890001528	1/25/2010	2/13/2010	\$19.80	\$2.25	\$17.55	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007242	Hein 1/18/12 B	72890001528	3/15/2010	4/10/2010	\$19.80	\$2.25	\$17.55	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007242	Hein 1/18/12 B	72890001528	5/17/2010	6/5/2010	\$19.80	\$2.25	\$17.55	84	MIX & MATCH 12PKS & 18PKS	
ITEM ADDED	7491275	Newcastle 2/12/12 B	88345100531	1/25/2010	2/13/2010	\$25.95	\$3.00	\$22.95	84	NEWCASTLE 12PKS ADDED TO THIS QD	
ITEM ADDED	7491275	Newcastle 2/12/12 B	88345100531	3/15/2010	4/10/2010	\$25.95	\$3.00	\$22.95	84	NEWCASTLE 12PKS ADDED TO THIS QD	
ITEM ADDED	7491275	Newcastle 2/12/12 B	88345100531	5/17/2010	6/5/2010	\$25.95	\$3.00	\$22.95	84	NEWCASTLE 12PKS ADDED TO THIS QD	
	2000275	Amstel Lt 2/12/12 B	72890100160	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2000428	Amstel Lt 2/12/12 C	72890001511	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2007275	Hein 2/12/12 B	72890000163	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2007428	Hein 2/12/12 C	72890000200	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2011275	Hein Lt 2/12/12 B	72890001597	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2011428	Hein Lt 2/12/12 C	72890001887	11/16/2009	11/28/2009	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2000275	Amstel Lt 2/12/12 B	72890100160	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2000428	Amstel Lt 2/12/12 C	72890001511	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2007275	Hein 2/12/12 B	72890000163	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2007428	Hein 2/12/12 C	72890000200	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2011275	Hein Lt 2/12/12 B	72890001597	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
	2011428	Hein Lt 2/12/12 C	72890001887	12/14/2009	1/2/2010	\$26.30	\$3.35	\$22.95	100	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2000275	Amstel Lt 2/12/12 B	72890100160	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2000428	Amstel Lt 2/12/12 C	72890001511	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007275	Hein 2/12/12 B	72890000163	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007428	Hein 2/12/12 C	72890000200	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011275	Hein Lt 2/12/12 B	72890001597	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011428	Hein Lt 2/12/12 C	72890001887	1/25/2010	2/13/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	2000275	Amstel Lt 2/12/12 B	72890100160	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2000428	Amstel Lt 2/12/12 C	72890001511	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007275	Hein 2/12/12 B	72890000163	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007428	Hein 2/12/12 C	72890000200	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011275	Hein Lt 2/12/12 B	72890001597	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011428	Hein Lt 2/12/12 C	72890001887	3/15/2010	4/10/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2000275	Amstel Lt 2/12/12 B	72890100160	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2000428	Amstel Lt 2/12/12 C	72890001511	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007275	Hein 2/12/12 B	72890000163	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2007428	Hein 2/12/12 C	72890000200	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011275	Hein Lt 2/12/12 B	72890001597	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
NEW PROMO	2011428	Hein Lt 2/12/12 C	72890001887	5/17/2010	6/5/2010	\$26.30	\$3.35	\$22.95	84	MIX & MATCH 12PKS & 18PKS	
END DATE CHG	2007441	Hein 6/4/16 C	72890000835	8/17/2009	7/3/2010	\$29.75	\$4.75	\$25.00	3	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011441	Hein Lt 6/4/16 C	728900004116	8/17/2009	7/3/2010	\$29.75	\$4.75	\$25.00	3	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007242	Hein 1/18/12 B	72890001528	8/10/2009	7/3/2010	\$19.80	\$2.85	\$16.95	5	PRIOR END 01/02/10	
	7491275	Newcastle 2/12/12 B	88345100531	5/4/2009	1/2/2010	\$25.95	\$1.95	\$24.00	5		
	7491275	Newcastle 2/12/12 B	88345100531	5/4/2009	1/2/2010	\$25.95	\$3.00	\$22.95	70		
	7491275	Newcastle 2/12/12 B	88345100531	10/26/2009	11/28/2009	\$25.95	\$3.00	\$22.95	1		
NEW PROMO	7491275	Newcastle 2/12/12 B	88345100531	1/4/2010	1/30/2010	\$25.95	\$3.00	\$22.95	1		
NEW PROMO	7491275	Newcastle 2/12/12 B	88345100531	1/4/2010	7/3/2010	\$25.95	\$4.60	\$21.35	70		
NEW PROMO	7491275	Newcastle 2/12/12 B	88345100531	3/1/2010	3/27/2010	\$25.95	\$3.00	\$22.95	1		
NEW PROMO	7491275	Newcastle 2/12/12 B	88345100531	5/3/2010	5/29/2010	\$25.95	\$3.00	\$22.95	1		
	2000283	Amstel Lt 4/6/12 B	72890100115	11/30/2009	12/5/2009	\$27.15	\$1.60	\$25.55	7	MIX & MATCH	
	2007283	Hein 4/6/12 B	72890000118	11/30/2009	12/5/2009	\$27.15	\$1.60	\$25.55	7	MIX & MATCH	
	2007434	Hein 4/6/12 C	72890000002	11/30/2009	12/5/2009	\$27.15	\$1.60	\$25.55	7	MIX & MATCH	
	2009283	Hein Dark 4/6/12 B	72890000125	11/30/2009	12/5/2009	\$27.15	\$1.60	\$25.55	7	MIX & MATCH	
	2011283	Hein Lt 4/6/12 B	72890001580	11/30/2009	12/5/2009	\$27.15	\$1.60	\$25.55	7	MIX & MATCH	
	2014403	Tecate 1/12/24 C	89826001422	4/6/2009	1/2/2010	\$16.80	\$2.60	\$14.20	2		
NEW PROMO	2014403	Tecate 1/12/24 C	89826001422	1/4/2010	7/3/2010	\$16.80	\$1.55	\$15.25	3		
END DATE CHG	2007289	Hein 4/6/7 B	72890000422	8/31/2009	7/3/2010	\$19.60	\$2.65	\$16.95	1	MOVED TO CASE 1	
END DATE CHG	2000253	Amstel Lt 1/24/12 B	72890100252	9/28/2009	7/3/2010	\$26.30	\$3.35	\$22.95	240	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2007253	Hein 1/24/12 B	72890000316	9/28/2009	7/3/2010	\$26.30	\$3.35	\$22.95	240	MIX & MATCH - PRIOR END 01/02/10	
END DATE CHG	2011253	Hein Lt 1/24/12 B	72890001610	9/28/2009	7/3/2010	\$26.30	\$3.35	\$22.95	240	MIX & MATCH - PRIOR END 01/02/10	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>Warsteiner</b>											
	7534273	Warst Dunkel 2/12/11.2 B	82054805617	5/11/2009	1/2/2010	\$27.15	\$5.85	\$21.30	1	PRIOR END 08/01/09	ALL COUNTIES W COAST AS OF 08/03
	7538273	Warsteiner 2/12/11.2 B	82054804513	5/11/2009	1/2/2010	\$27.15	\$5.85	\$21.30	1	PRIOR END 08/01/09	ALL COUNTIES W COAST AS OF 08/03
	7541273	Warst Hi Light 87 Cal 2/12/11.2 B	82054711125	5/11/2009	1/2/2010	\$27.15	\$5.85	\$21.30	1	PRIOR END 08/01/09	ALL COUNTIES W COAST AS OF 08/03
	7534273	Warst Dunkel 2/12/11.2 B	82054805617	9/7/2009	1/2/2010	\$27.15	\$7.20	\$19.95	21	MIX/MATCH - DROPS FROM 60 TO 21+ALL COUNTIES AS OF 08/03	
	7538273	Warsteiner 2/12/11.2 B	82054804513	9/7/2009	1/2/2010	\$27.15	\$7.20	\$19.95	21	MIX/MATCH - DROPS FROM 60 TO 21+ALL COUNTIES AS OF 08/03	
	7541273	Warst Hi Light 87 Cal 2/12/11.2 B	82054711125	9/7/2009	1/2/2010	\$27.15	\$7.20	\$19.95	21	MIX/MATCH - DROPS FROM 60 TO 21+ALL COUNTIES AS OF 08/03	
	7534281	Warst Dunkel 4/6/11.2 B	82054105559	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03
	7536281	Warst Lemon 4/6/11.2 B	82054613061	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03
	7537281	Warst Orange 4/6/11.2 B	82054612064	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03
	7538281	Warsteiner 4/6/11.2 B	82054104446	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03
	7540281	Warst Radler 4/6/11.2 B	82054614068	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03
	7541281	Warst Hi Light 87 Cal 4/6/11.2 B	82054711065	11/2/2009	11/28/2009	\$28.75	\$3.20	\$25.55	1		ALL COUNTIES W COAST AS OF 08/03

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>WORLD CLASS CRAFTS &amp; IMPORTS</b>											
<b>Bavaria USA Inc</b>											
	4609331	Bavaria 2/12/8oz B	81986002011	5/4/2009	1/2/2010	\$18.00	\$2.00	\$16.00	1	PRIOR END 10/03	
	4609331	Bavaria 2/12/8oz B	81986002011	5/4/2009	1/2/2010	\$18.00	\$3.05	\$14.95	7	PRIOR END 10/03	
	4609273	Bavaria Holland 2/12/11.2 B	81986003100	5/4/2009	1/2/2010	\$21.86	\$1.09	\$20.77	1	PRIOR END 10/03	
	4609273	Bavaria Holland 2/12/11.2 B	81986003100	5/4/2009	1/2/2010	\$21.86	\$2.67	\$19.19	7	PRIOR END 10/03	
	4609273	Bavaria Holland 2/12/11.2 B	81986003100	9/14/2009	1/2/2010	\$21.86	\$4.41	\$17.45	50		
	4610441	Hollandia 6/4/16oz C	81986003247	5/4/2009	1/2/2010	\$22.19	\$0.66	\$21.53	1	PRIOR END 10/03	
	4610441	Hollandia 6/4/16oz C	81986003247	5/4/2009	1/2/2010	\$22.19	\$2.89	\$19.30	7	PRIOR END 10/03	
	4610273	Hollandia 2/12/11.2oz B	81986002998	5/4/2009	1/2/2010	\$20.68	\$1.49	\$19.19	1	PRIOR END 10/03	
	4610273	Hollandia 2/12/11.2oz B	81986002998	5/4/2009	1/2/2010	\$20.68	\$2.83	\$17.85	7	PRIOR END 10/03	
<b>Binding Braueri</b>											
	4430283	Clausthaler Amber N/A 4/6/12 B	42572051011	11/16/2009	1/2/2010	\$19.65	\$1.97	\$17.68	1		
	4431283	Clausthaler N/A 4/6/12 B	42572057150	11/16/2009	1/2/2010	\$19.65	\$1.97	\$17.68	1		
NEW PROMO	4430283	Clausthaler Amber N/A 4/6/12 B	42572051011	2/1/2010	2/27/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4431283	Clausthaler N/A 4/6/12 B	42572057150	2/1/2010	2/27/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4430283	Clausthaler Amber N/A 4/6/12 B	42572051011	4/5/2010	5/1/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4431283	Clausthaler N/A 4/6/12 B	42572057150	4/5/2010	5/1/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4430283	Clausthaler Amber N/A 4/6/12 B	42572051011	5/31/2010	7/3/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4431283	Clausthaler N/A 4/6/12 B	42572057150	5/31/2010	7/3/2010	\$19.65	\$2.37	\$17.28	1		
NEW PROMO	4427246	Krusovice Dark 1/20/16.9 B	182330000032	3/1/2010	4/3/2010	\$31.00	\$3.00	\$28.00	1		
NEW PROMO	4428246	Krusovice Imperial 1/20/16.9 B	182330000018	3/1/2010	4/3/2010	\$31.00	\$3.00	\$28.00	1		
NEW PROMO	4427246	Krusovice Dark 1/20/16.9 B	182330000032	6/7/2010	7/3/2010	\$31.00	\$3.00	\$28.00	1		
NEW PROMO	4428246	Krusovice Imperial 1/20/16.9 B	182330000018	6/7/2010	7/3/2010	\$31.00	\$3.00	\$28.00	1		
	4429273	Radeberger Pilsner 2/12/11.2 B	42572050120	6/1/2009	1/2/2010	\$25.20	\$1.55	\$23.65	7	PRIOR END 10/03/09	
	4429273	Radeberger Pilsner 2/12/11.2 B	42572050120	6/1/2009	1/2/2010	\$25.20	\$3.95	\$21.25	14	PRIOR END 10/03/09	
NEW PROMO	4429273	Radeberger Pilsner 2/12/11.2 B	42572050120	3/1/2010	3/27/2010	\$25.20	\$3.00	\$22.20	1		
NEW PROMO	4429273	Radeberger Pilsner 2/12/11.2 B	42572050120	5/3/2010	6/5/2010	\$25.20	\$3.00	\$22.20	1		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
	4429281	Radeberger Pilsner 4/6/11.2 B	42572050069	11/30/2009	1/2/2010	\$25.60	\$3.00	\$22.60	1		
NEW PROMO	4429281	Radeberger Pilsner 4/6/11.2 B	42572050069	2/1/2010	2/27/2010	\$25.60	\$2.00	\$23.60	1		
NEW PROMO	4429281	Radeberger Pilsner 4/6/11.2 B	42572050069	4/5/2010	5/1/2010	\$25.60	\$2.00	\$23.60	1		
NEW PROMO	4429281	Radeberger Pilsner 4/6/11.2 B	42572050069	5/31/2010	7/3/2010	\$25.60	\$2.00	\$23.60	1		

### Carlsberg USA

	4515281	Carlsberg 4/6/11.2 B	87600100217	11/9/2009	1/2/2010	\$26.20	\$3.20	\$23.00	1	Elephant no longer promoted	
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### Florida Beer Co DBA/Indian River Co

END DATE CHG	4134275	Key West Variety 2/12/12oz B	70299225125	1/5/2009	7/3/2010	\$26.65	\$5.70	\$20.95	60	PRIOR END 01/02/10	
PRICING CHG	4134275	Key West Variety 2/12/12oz B	70299225125	12/7/2009	1/2/2010	\$25.55	\$2.56	\$23.00	1		
NEW PROMO	4134275	Key West Variety 2/12/12oz B	70299225125	3/8/2010	4/3/2010	\$25.55	\$2.56	\$23.00	1		
NEW PROMO	4134275	Key West Variety 2/12/12oz B	70299225125	6/7/2010	7/3/2010	\$25.55	\$2.56	\$23.00	1		
PROMO CHG	4123283	Key West Sunset 4/6/12 B	70299725519	11/2/2009	12/5/2009	\$26.65	\$3.70	\$22.95	1	END DATE & DISCOUNT CHG	
PROMO CHG	4124283	Key West Wheat 4/6/12 B	70299224067	11/2/2009	12/5/2009	\$26.65	\$3.70	\$22.95	1	END DATE & DISCOUNT CHG	
	4125303	Ybor Variety Pk 2/15/12 B	793952016013	12/7/2009	1/2/2010	\$26.65	\$2.67	\$23.98	1		
NEW PROMO	4123283	Key West Sunset 4/6/12 B	70299725519	2/8/2010	3/6/2010	\$26.65	\$3.70	\$22.95	1		
NEW PROMO	4124283	Key West Wheat 4/6/12 B	70299224067	2/8/2010	3/6/2010	\$26.65	\$3.70	\$22.95	1		
NEW PROMO	4125303	Ybor Variety Pk 2/15/12 B	793952016013	3/8/2010	4/3/2010	\$26.65	\$2.67	\$23.98	1		
NEW PROMO	4123283	Key West Sunset 4/6/12 B	70299725519	5/10/2010	6/5/2010	\$26.65	\$3.70	\$22.95	1		
NEW PROMO	4124283	Key West Wheat 4/6/12 B	70299224067	5/10/2010	6/5/2010	\$26.65	\$3.70	\$22.95	1		
NEW PROMO	4125303	Ybor Variety Pk 2/15/12 B	793952016013	6/7/2010	7/3/2010	\$26.65	\$2.67	\$23.98	1		

### Flying Dog Brewery (FD)

	4202283	FD Doggie Style Pale Ale 4/6/12 B	786243611028	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4208283	FD In-Heat Wheat 4/6/12 B	786243111979	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4209275	FD Mixed Variety Pack 2/12/12 B	786243011064	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4210283	FD Old Scratch Amber 4/6/12 B	786243111160	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4211283	FD Road Dog Porter 4/6/12 B	786243111276	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4212283	FD Snake Dog Ipa 4/6/12 B	786243111801	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4213283	FD Tire Bite Golden Ale 4/6/12 B	786243111672	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	
	4215283	FD Seasonal 4/6/12 B	786243111924	4/6/2009	1/2/2010	\$28.95	\$2.25	\$26.70	10	MIX & MATCH - PRIOR END 10/03	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
<b>Harpoon Brewery (HpB)</b>											
END DATE CHG	5160283	HpB Ale 4/6/12 B	41827000163	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5161283	HpB Brown 4/6/12 B	41827001665	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5162283	HpB Harpoon IPA 4/6/12 B	41827000767	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5164283	HpB Irish Red Spring Ssl 4/6/12 B	41827001467	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5165283	HpB Octoberfest Ssl 4/6/12 B	41827001467	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5166283	HpB Raspberry Hef 4/6/12 B	41827900265	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5167283	HpB Summer Beer Ssl 4/6/12 B	41827001467	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5168283	HpB UFO Hefeweizen 4/6/12 B	41827900166	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
END DATE CHG	5169283	HpB Winter Warmer Ssl 4/6/12 B	41827001467	11/2/2009	1/30/2010	\$28.95	\$3.40	\$25.55	1	PRIOR END 11/28/09	
	5171283	HpB Harpoon Cider 4/6/12 B	41827400120	11/2/2009	11/28/2009	\$31.95	\$3.00	\$28.95	1		
	5163275	HpB Harpoon Mix Pk 2/12/12 B	41827000125	11/30/2009	1/2/2010	\$28.95	\$3.40	\$25.55	1		
<b>High Falls</b>											
	4506275	Dundee Variety 2/12/12 B	70310001080	9/28/2009	1/2/2010	\$20.78	\$1.60	\$19.18	1		
	4502283	JW Honey Brown 4/6/12 B	70310370377	9/28/2009	1/2/2010	\$22.38	\$3.22	\$19.16	1		
<b>Left Hand Brewing Company(LHB)</b>											
	4782275	LHB Mountain Mixer 2/12/12 B	793866310054	2/9/2009	1/2/2010	\$31.95	\$1.00	\$30.95	5	MIX & MATCH - PRIOR END 10/03/09	
	4784283	LHB Sawtooth Ale 4/6/12 B	793866300024	2/9/2009	1/2/2010	\$31.95	\$1.00	\$30.95	5	MIX & MATCH - PRIOR END 10/03/09	
	4781283	LHB Milk Stout 4/6/12 B	793866360028	2/9/2009	1/2/2010	\$33.95	\$1.00	\$32.95	5	MIX & MATCH - PRIOR END 10/03/09	
	4780294	LHB JuJu Ginger 6/4/12 B	793866390025	2/9/2009	1/2/2010	\$35.95	\$1.00	\$34.95	5	MIX & MATCH - PRIOR END 10/03/09	
	4782275	LHB Mountain Mixer 2/12/12 B	793866310054	2/9/2009	1/2/2010	\$31.95	\$2.00	\$29.95	10	MIX & MATCH - PRIOR END 10/03/09	
	4784283	LHB Sawtooth Ale 4/6/12 B	793866300024	2/9/2009	1/2/2010	\$31.95	\$2.00	\$29.95	10	MIX & MATCH - PRIOR END 10/03/09	
	4781283	LHB Milk Stout 4/6/12 B	793866360028	2/9/2009	1/2/2010	\$33.95	\$2.00	\$32.95	10	MIX & MATCH - PRIOR END 10/03/09	
	4780294	LHB JuJu Ginger 6/4/12 B	793866390025	2/9/2009	1/2/2010	\$35.95	\$2.00	\$33.95	10	MIX & MATCH - PRIOR END 10/03/09	
<b>Manneken Brussels Imports</b>											
	3328322	Chimay Beer Gift Pk 8/3/11.2 B	81706021049	9/28/2009	1/2/2010	\$99.95	\$5.40	\$94.55	5		
<b>Star Brand Imports</b>											
NEW PROMO	4404283	Murphys Red 4/6/12 B	602725000176	12/28/2009	3/27/2010	\$29.15	\$5.17	\$23.98	1		

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
NEW PROMO	4404283	Murphys Red 4/6/12 B	602725000176	5/3/2010	6/5/2010	\$29.15	\$5.17	\$23.98	1		
NEW PROMO	4404441	Murphys Red 6/4/16 C	72890001221	2/1/2010	3/27/2010	\$33.95	\$5.20	\$28.75	1		
NEW PROMO	4405441	Murphys Stout 6/4/16 C	72890001269	2/1/2010	3/27/2010	\$33.95	\$5.20	\$28.75	1		
NEW PROMO	4404441	Murphys Red 6/4/16 C	72890001221	5/31/2010	7/3/2010	\$33.95	\$5.20	\$28.75	1		
NEW PROMO	4405441	Murphys Stout 6/4/16 C	72890001269	5/31/2010	7/3/2010	\$33.95	\$5.20	\$28.75	1		

### Summit Brewing Co

	2763275	Smmt Sampler 2/12/12 B	25569191136	7/27/2009	1/2/2010	\$28.70	\$3.50	\$25.20	8		
	2752283	Smmt EPA 4/6/12 B	25569241619	7/27/2009	1/2/2010	\$28.70	\$1.75	\$26.95	5	MIX & MATCH SUMMIT 6PKS	
	2758283	Smmt Maibock 4/6/12 B	25569195073	7/27/2009	1/2/2010	\$28.70	\$1.75	\$26.95	5	MIX & MATCH SUMMIT 6PKS	
	2765283	Smmt Winter 4/6/12 B	25569195073	7/27/2009	1/2/2010	\$28.70	\$1.75	\$26.95	5	MIX & MATCH SUMMIT 6PKS	
	2766283	Smmt Horizon Red 4/6/12 B	25569051981	7/27/2009	1/2/2010	\$28.70	\$1.75	\$26.95	5	MIX & MATCH SUMMIT 6PKS	

Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
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## OTHER FINE MALT BEVERAGES

### Other Fine Malt Beverages

	4100275	Moosehead 2/12/12 B	72311930406	6/2/2009	1/2/2010	\$21.35	\$1.00	\$20.35	1	PRIOR END DATE 10/03/09	
	4102275	Moosehead Lt 2/12/12 B	776029701777	6/2/2009	1/2/2010	\$21.35	\$1.00	\$20.35	1	PRIOR END DATE 10/03/09	

	4100275	Moosehead 2/12/12 B	72311930406	11/2/2009	1/2/2010	\$21.35	\$2.89	\$18.46	3	MIX & MATCH	
	4102275	Moosehead Lt 2/12/12 B	776029701777	11/2/2009	1/2/2010	\$21.35	\$2.89	\$18.46	3	MIX & MATCH	

NEW PROMO	4100275	Moosehead 2/12/12 B	72311930406	2/1/2010	2/27/2010	\$21.35	\$2.89	\$18.46	1	MIX & MATCH	
NEW PROMO	4102275	Moosehead Lt 2/12/12 B	776029701777	2/1/2010	2/27/2010	\$21.35	\$2.89	\$18.46	1	MIX & MATCH	

NEW PROMO	4100275	Moosehead 2/12/12 B	72311930406	4/5/2010	5/1/2010	\$21.35	\$2.89	\$18.46	1	MIX & MATCH	
NEW PROMO	4102275	Moosehead Lt 2/12/12 B	776029701777	4/5/2010	5/1/2010	\$21.35	\$2.89	\$18.46	1	MIX & MATCH	

	1097289	Presidente 4/6/7oz B		3/2/2009	1/2/2010	\$16.40	\$3.40	\$13.00	10	PRIOR END 10/03/09	
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	4636283	Shandy Lime 4/6/12 B	79871321010	4/6/2009	1/2/2010	\$23.95	\$2.00	\$21.95	72	MIX & MATCH - PRIOR END 10/03/09	
	4637283	Shandy Ginger 4/6/12 B	79871320008	4/6/2009	1/2/2010	\$23.95	\$2.00	\$21.95	72	MIX & MATCH - PRIOR END 10/03/09	
	4638283	Shandy Sorrell 4/6/12 B	79871322008	4/6/2009	1/2/2010	\$23.95	\$2.00	\$21.95	72	MIX & MATCH - PRIOR END 10/03/09	
	4640283	Carib Lager 4/6/12 B	798713110344	4/6/2009	1/2/2010	\$23.95	\$2.00	\$21.95	72	MIX & MATCH - PRIOR END 10/03/09	

	4636283	Shandy Lime 4/6/12 B	79871321010	11/30/2009	1/2/2010	\$23.95	\$2.40	\$21.55	1		
	4637283	Shandy Ginger 4/6/12 B	79871320008	11/30/2009	1/2/2010	\$23.95	\$2.40	\$21.55	1		
	4638283	Shandy Sorrell 4/6/12 B	79871322008	11/30/2009	1/2/2010	\$23.95	\$2.40	\$21.55	1		
	4640283	Carib Lager 4/6/12 B	798713110344	11/30/2009	1/2/2010	\$23.95	\$2.40	\$21.55	1		

	4640449	Carib Lager 4/6/10oz C	79871311043	11/30/2009	1/2/2010	\$22.65	\$2.25	\$20.40	1		
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	4250283	Sapporo 4/6/12 B	87975013501	11/30/2009	1/2/2010	\$27.80	\$4.00	\$23.80	1		
	4251283	Sapporo Lt 4/6/12 B	87975913559	11/30/2009	1/2/2010	\$27.80	\$4.00	\$23.80	1		

	4250402	Sapporo 1/12/22 C	87975026501	11/2/2009	11/28/2009	\$26.50	\$2.00	\$24.50	1		
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	7499283	Quilmes 4/6/12 B	652778001002	11/2/2009	1/2/2010	\$24.05	\$1.60	\$22.45	5		
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## WATER/SODA/OTHER

### Nestle Pure Life

	4053270	Nestle Water 1/30/16.9 B PL	68274734410	12/31/2007	1/2/2010	\$6.25	\$1.00	\$5.25	54	PRIOR END 10/03/09	
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Change	ItemKey	ItemName	PackUPC	BeginDate	EndDate	Front Line	Disc	Promo Price	Qty	Notes	County Restrictions
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**SPIRITS**

**Blue Head Tequila, LLC(BH)**

5402202	BH Tequila Gold 1/3/750ML B	894367001059	11/9/2009	1/2/2010	\$49.50	\$12.00	\$37.50	1		
5404202	BH Tequila Silver 1/3/750ML B	894367001110	11/9/2009	1/2/2010	\$49.50	\$12.00	\$37.50	1		
5401202	BH Tequila Blanco 1/3/750ML B	894367001202	1/7/2008	1/2/2010	\$94.50	\$11.50	\$83.00	1		
5403202	BH Tequila Reposado 1/3/750ML B	894367001122	1/7/2008	1/2/2010	\$99.50	\$12.00	\$87.50	1		
5405202	BH Tequila Tri Pack 1/3/750ML B	894367001264	1/7/2008	1/2/2010	\$102.84	\$12.33	\$90.51	1		
5400202	BH Tequila Anejo 1/3/750ML B	894367001134	1/7/2008	1/2/2010	\$114.50	\$13.50	\$101.00	1		
5406211	BH Tequila Variety 1/6/750ML B		1/7/2008	1/2/2010	\$149.00	\$14.00	\$135.00	1		