

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 04/22/11

Location Address 5102 South 16th Avenue License No. JDBW 39-00357 KLD _____

City Tampa, FL 33619 Beginning Date 05/2/11

Notice No. 2011 - 10 Page 1 of 1 Ending Date Indefinite

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

Off Premise

<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 find new pricing effective May 2 nd and beyond for MillerCoors, Heineken, Yuengling and Cigar City Brewing.				
<i>Credit customers add \$0.30 per case and \$1.00 per keg</i>				

Shannon Keen
 Authorized Representative

Director, Pricing Administration
 Title

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
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Domestic Brewers

MillerCoors Brewing Company

	1507242	Coors Banquet 1/18/12 B	71990100780					\$13.95					
	1507410	Coors Banquet 1/18/12 C	71990100209					\$13.95					
	1508242	Coors Lt 1/18/12 B	71990300784					\$13.95					
	1508410	Coors Lt 1/18/12 C	71990300173					\$13.95					
	1040242	Lite 1/18/12 B	34100572563					\$13.95					
	1040410	Lite 1/18/12 C	34100573409					\$13.95					
	1047242	MGD 1/18/12 B	34100172565					\$13.95					
	1047410	MGD 1/18/12 C	34100173401					\$13.95					
	1049242	MGDL 64 1/18/12 B	34100152567					\$13.95					
	1049410	MGDL 64 1/18/12 C	34100153403					\$13.95					
END DATE CHG				9/27/2010	8/27/2011			\$13.95	\$0.75	\$13.20	10	MIX & MATCH	ALL COUNTIES
NEW PROMO					6/4/2011			\$13.95	\$1.20	\$12.75	60	MIX & MATCH - Starts on a Friday	ALL COUNTIES
NEW PROMO					6/27/2011	7/9/2011		\$13.95	\$1.20	\$12.75	60	MIX & MATCH	ALL COUNTIES
	1070283	Peroni 4/6/12 B	181954000022					\$28.75					
	1071283	Pilsner Urquell 4/6/12 B	72311630016					\$28.75					
NEW PROMO				5/2/2011	8/27/2011			\$28.75	\$4.25	\$24.50	1		

Yuengling Brewery

	2500275	Yuengling Black N Tan 2/12/12 B	89924293866					\$18.50					
	2502275	Yuengling Lager 2/12/12 B	89924278962					\$18.50					
	2502428	Yuengling Lager 2/12/12 C	89924278986					\$18.50					
	2504275	Yuengling Lt lager 2/12/12 B	89924230403					\$18.50					
	2504428	Yuengling Lt Lager 2/12/12 C	89924230502					\$18.50					
END DATE CHG				10/4/2010	8/27/2011			\$18.50	\$1.05	\$17.45	35	MIX & MATCH TREAS COAST AND OKEECHOBEE ONLY	
				4/18/2011	6/4/2011			\$18.50	\$0.70	\$17.80	1		
QTY CHANGE				6/20/2011	7/30/2011			\$18.50	\$0.70	\$17.80	7	MIX AND MATCH ALL 12PKS	
QTY CHANGE				8/21/2011	9/10/2011			\$18.50	\$0.70	\$17.80	7	MIX AND MATCH ALL 12PKS	

Heineken USA

	2007289	Hein 4/6/7 B	72890000422					\$19.80					
				2/28/2011	4/30/2011			\$19.80	\$2.85	\$16.95	5	MIX & MATCH HEIN 18PKS AND 7OZ	PRIOR START 03/07/11
END DATE CHG				5/2/2011	8/27/2011			\$19.80	\$2.85	\$16.95	5	MIX & MATCH HEIN 18PKS AND 7OZ	This QD will be every day as of 05/02
	2007242	Hein 1/18/12 B	72890001528					\$19.80					
	2011242	Hein Lt 1/18/12 B	728900004239					\$19.80					
END DATE CHG				1/3/2011	4/30/2011			\$19.80	\$2.85	\$16.95	42	REMOVED FROM THE 12PK 42+ QD AS OF 04/30/11	
				2/28/2011	4/30/2011			\$19.80	\$2.85	\$16.95	5	MIX & MATCH HEIN 18PKS AND 7OZ	PRIOR START 03/07/11
END DATE CHG				5/2/2011	8/27/2011			\$19.80	\$2.85	\$16.95	5	MIX & MATCH HEIN 18PKS AND 7OZ	This QD will be every day as of 05/02

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
Cigar City											
	3632283	CCB Maduro Brown Ale 4/6/12 B				\$26.95					
END DATE CHG				8/30/2010	9/3/2011	\$26.95	\$1.00	\$25.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$26.95	\$2.00	\$24.95	14	MIX & MATCH ALL CCB PRGS	
	3611283	CCB Jai Alai IPA 4/6/12 B	897853002110			\$33.95					
	3631294	CCB Cubano Espresso 6/4/12 B	897853002417			\$33.95					
	3626294	CCB Oatmeal Raisin Cookie 6/4/12 B	897853002462			\$33.95					
END DATE CHG				8/30/2010	9/3/2011	\$33.95	\$1.00	\$32.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$33.95	\$2.00	\$31.95	14	MIX & MATCH ALL CCB PRGS	
	3636294	CCB Jose Marti 6/4/12 B	897853002400			\$35.95					
END DATE CHG				8/30/2010	9/3/2011	\$35.95	\$1.00	\$34.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$35.95	\$2.00	\$33.95	14	MIX & MATCH ALL CCB PRGS	
	3637294	CCB White Oak 6/4/12 B	897853002394			\$44.95					
END DATE CHG				8/30/2010	9/3/2011	\$44.95	\$1.00	\$43.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$44.95	\$2.00	\$42.95	14	MIX & MATCH ALL CCB PRGS	
	3605230	CCB Humidor Jai Alai 1/12/25.4 B	897853002042			\$73.95				Humidor Limited Series	
END DATE CHG				8/30/2010	9/3/2011	\$73.95	\$1.00	\$72.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$73.95	\$2.00	\$71.95	14	MIX & MATCH ALL CCB PRGS	
FRONT LINE CHG	3622230	CCB Warmer Winter SSL 12/25.4 B	897853002073	Decrease 06/06/11		\$120.00	\$109.95			Available January February	
END DATE CHG				8/30/2010	6/4/2011	\$120.00	\$1.00	\$119.00	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	6/4/2011	\$120.00	\$2.00	\$118.00	14	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$109.95	\$1.00	\$108.95	7	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$109.95	\$2.00	\$107.95	14	MIX & MATCH ALL CCB PRGS	
	3623230	CCB Puppy's Breath 12/25.4oz B	897853002080			\$86.95				Available September	
END DATE CHG				8/30/2010	9/3/2011	\$86.95	\$1.00	\$85.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$86.95	\$2.00	\$84.95	14	MIX & MATCH ALL CCB PRGS	
FRONT LINE CHG	3607230	CCB Guava Grove 1/12/25.4 B	879853002028	Decrease 06/06/11		\$94.95	\$73.95			Available June July	
FRONT LINE CHG	3612230	CCB Bolita 1/12/25.4 B	897853002059	Decrease 06/06/11		\$94.95	\$73.95				
FRONT LINE CHG	3624230	CCB Improvisacion Brown 12/25.4oz B	897853002202	Decrease 06/06/11		\$94.95	\$73.95				
END DATE CHG				8/30/2010	6/4/2011	\$94.95	\$1.00	\$93.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	6/4/2011	\$94.95	\$2.00	\$92.95	14	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$73.95	\$1.00	\$72.95	7	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$73.95	\$2.00	\$71.95	14	MIX & MATCH ALL CCB PRGS	
	3638230	CCB Sea Bass 1/12/25.4 B	879853002349			\$109.95					
	3621230	CCB Zhukov Imp Stout Summ 1/12/25.4 B	897853002066			\$109.95				Available August	
END DATE CHG				8/30/2010	9/3/2011	\$109.95	\$1.00	\$108.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$109.95	\$2.00	\$107.95	14	MIX & MATCH ALL CCB PRGS	

**Total Florida
Off Premise Front Lines
And Promotions**

*J J Taylor Distributing
Florida, Inc.*

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
FRONT LINE CHG	3609230	CCB 110K+OT 1/12/25.4 B	897853002035	Increase 06/06/11		\$116.95	\$129.95				
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$1.00	\$115.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$2.00	\$114.95	14	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$129.95	\$1.00	\$128.95	7	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$129.95	\$2.00	\$127.95	14	MIX & MATCH ALL CCB PRGS	
FRONT LINE CHG	3617230	CCB Big Sound Scotch Ale 1/12/25.4 B	897853002035	Decrease 06/06/11		\$116.95	\$73.95			Available March	
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$1.00	\$115.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$2.00	\$114.95	14	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$73.95	\$1.00	\$72.95	7	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$73.95	\$2.00	\$71.95	14	MIX & MATCH ALL CCB PRGS	
FRONT LINE CHG	3634230	CCB Good Gourd Ssl 1/12/25.4 B	897853002035	Decrease 06/06/11		\$116.95	\$109.95				
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$1.00	\$115.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	6/4/2011	\$116.95	\$2.00	\$114.95	14	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$109.95	\$1.00	\$108.95	7	MIX & MATCH ALL CCB PRGS	
NEW PROMO				6/6/2011	9/3/2011	\$109.95	\$2.00	\$107.95	14	MIX & MATCH ALL CCB PRGS	
	3604230	CCB Bourbon Bolita 1/12/25.4 B	897853002059			\$258.95					
END DATE CHG				8/30/2010	9/3/2011	\$258.95	\$1.00	\$257.95	7	MIX & MATCH ALL CCB PRGS	
END DATE CHG				8/30/2010	9/3/2011	\$258.95	\$2.00	\$256.95	14	MIX & MATCH ALL CCB PRGS	