

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 07/19/11

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

City Tampa, FL 33619 Beginning Date 10/03/11

Notice No. 2011 - 23 Page 1 of 1 Ending Date Indefinite

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

OFF PREMISE – FRONT LINE & PROMOTIONAL INCREASE AS OF 10/03/11

<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 MillerCoors, Yuengling, and Pabst Off Premise Front Line and Promotions as of 10/03/11. All changes have been marked as NEW or CHANGE and highlighted.				
<i>Credit customers add \$0.30 per case and \$1.00 per keg</i>				

Shannon Keen
 Authorized Representative

Director, Pricing Administration
 Title

4TH QUARTER OFF PREMISE FRONT LINES AND PROMOTIONS - PLEASE NOTE PRICE INCREASE ON MILLERCOORS, PABST AND YUENGLING AS OF 10/03/11

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

Below Premiums

Single Serves

(16oz, 24oz, 32oz packages)

FRONT LINE CHG	1510441	Keystone Ice 6/4/16 C	71990477202	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1511441	Keystone Lt 6/4/16 C	71990480325	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1061441	Mil Best 6/4/16 C	34100001681	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1063441	Mil Best Ice 6/4/16 C	34100001629	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1064441	Mil Best Lt 6/4/16 C	34100001636	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1012441	High Life 6/4/16 C	34100001520	10/3/2011		\$15.05	\$16.40				
FRONT LINE CHG	1015441	Icehouse 6/4/16 C	34100001605	10/3/2011		\$15.05	\$16.40				
END DATE CHG				8/30/2010	10/1/2011	\$15.05	\$0.55	\$14.50	7	M&M W/OLD MIL 16OZ CANS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$16.40	\$0.55	\$15.85	5	New deal due to price increase	m&m w/ old mil & pabst 16oz
FRONT LINE CHG	1084441	Steel Reserve 6/4/16 C	78250004642	10/3/2011		\$14.25	\$16.40				
FRONT LINE CHG	1069441	Olde English 6/4/16 C	34100006242	10/3/2011		\$14.25	\$16.40				
END DATE CHG				8/30/2010	10/1/2011	\$14.25	\$0.30	\$13.95	7	MIX & MATCH	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$16.40	\$1.35	\$15.05	5	New deal due to price increase	MIX & MATCH
END DATE CHG	1015361	Icehouse 1/15/18oz B	3410000633		NOW	\$12.55		\$11.55	1		PRIOR END DATE 08/27/11
FRONT LINE CHG	1084403	Steel Reserve 1/12/24 C	78250003287	10/3/2011		\$14.18	\$15.00				
FRONT LINE CHG	1015403	Icehouse 1/12/24 C	34100008802	10/3/2011		\$14.18	\$15.00				
END DATE CHG				1/31/2011	10/1/2011	\$14.18	\$3.38	\$10.80	1	TREASURE COAST SALES CENTER ONLY!	PRIOR END DATE 08/27/11
FRONT LINE CHG	1510403	Keystone Ice 1/12/24 C	71990477127	10/3/2011		\$14.25	\$15.00				
FRONT LINE CHG	1511403	Keystone Lt 1/12/24 C	71990480240	10/3/2011		\$14.25	\$15.00				
END DATE CHG					NOW	\$14.25	\$1.75	\$12.50	1		PRIOR END DATE 08/27/11
FRONT LINE CHG	1046233	Magnum 1/12/32 B	34100001636	10/3/2011		\$15.05	\$15.75				
	1012233	High Life 1/12/32 B	34100000318			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	1056233	Mickeys Malt 1/12/32 B	34100001834			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	1061233	Mil Best 1/12/32 B	34100001810			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	1069408	Olde English 1/12/32 B	34100006167			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	1015233	Icehouse 1/12/32 B	34100008918			\$16.75				No Change to Front Line - No QD as of 10/03/11	
END DATE CHG				8/30/2010	10/1/2011	\$16.75	\$1.00	\$15.75	7	MIX & MATCH	PRIOR END DATE 08/27/11

Multi Packs

(4/6pks, 12pks, 18pks, 24pks)

FRONT LINE CHG	1012283	High Life 4/6/12 B	34100015053	10/3/2011		\$14.65	\$15.25				
FRONT LINE CHG	1015283	Icehouse 4/6/12 B	34100625054	10/3/2011		\$14.65	\$15.25				
	1056283	Mickeys Malt 4/6/12 B	34100778354			\$18.00					
	1084428	Steel Reserve 2/12/12 C	78250003829			\$13.30				No Change to Front Line - No Promo Pricing as of 10/03/11	
END DATE CHG				8/30/2010	10/1/2011	\$13.30	\$0.65	\$12.65	1	this deal will end as of 10/01/11	PRIOR END DATE 08/27/11

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
FRONT LINE CHG	1511428	Keystone Lt 2/12/12 C	71990480042	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1061428	Mil Best 2/12/12 C	34100316020	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1063428	Mil Best Ice 2/12/12 C	34100306021	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1064428	Mil Best Lt 2/12/12 C	34100076023	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1012275	High Life 2/12/12 B	34100015091	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1012428	High Life 2/12/12 C	34100016364	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1014275	High Life Lt 2/12/12 B	34100035099	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1015275	Icehouse 2/12/12 B	34100625092	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1073275	Red Dog 2/12/12 B	34100675097	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	1079275	South Paw 2/12/12 B	34100935092	10/3/2011		\$14.38	\$14.95				
END DATE CHG				8/30/2010	10/1/2011	\$14.38	\$0.96	\$13.42	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$14.95	\$0.77	\$14.18	1	New deal due to price increase	
FRONT LINE CHG	1012410	High Life 1/18/12 C	34100013400	10/3/2011		\$10.75	\$11.40				
FRONT LINE CHG	1012242	High Life 1/18/12 B	34100012564	10/3/2011		\$10.75	\$11.40				
FRONT LINE CHG	1014410	High Life Lt 1/18/12 C	34100013408	10/3/2011		\$10.75	\$11.40				
FRONT LINE CHG	1511410	Keystone Lt 1/18/12 C	71990480165	10/3/2011		\$10.75	\$11.40				
FRONT LINE CHG	1015410	Icehouse 1/18/12 C	34100623401	10/3/2011		\$10.75	\$11.40				
END DATE CHG				9/6/2010	10/1/2011	\$10.75	\$0.95	\$9.80	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$11.40	\$0.95	\$10.45	1	New deal due to price increase	
FRONT LINE CHG	1511417	Keystone Lt 1/24/12 C	71990480066	10/3/2011		\$13.80	\$14.50				
FRONT LINE CHG	1061417	Mil Best 1/24/12 C	34100313067	10/3/2011		\$13.80	\$14.50				
FRONT LINE CHG	1063417	Mil Best Ice 1/24/12 C	34100303068	10/3/2011		\$13.80	\$14.50				
FRONT LINE CHG	1064417	Mil Best Lt 1/24/12 C	34100073060	10/3/2011		\$13.80	\$14.50				
FRONT LINE CHG	1012417	High Life 1/24/12 C	34100013066	10/3/2011		\$13.80	\$14.50				
FRONT LINE CHG	1014417	High Life Lt 1/24/12 C	34100033064	10/3/2011		\$13.80	\$14.50				
END DATE CHG				8/30/2010	10/1/2011	\$13.80	\$0.50	\$13.30	1		PRIOR END DATE 08/27/11
END DATE CHG				1/24/2011	10/1/2011	\$13.80	\$0.75	\$13.05	80	MIX & MATCH	PRIOR END DATE 08/27/11
END DATE CHG				3/28/2011	10/1/2011	\$13.80	\$0.90	\$12.90	15	MIX & MATCH - TREASURE COAST ONLY!	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$14.50	\$0.55	\$13.95	1	New deal due to price increase	
	1012253	High Life 1/24/12 B	34100012434	Temporary In-and-Out		\$13.80				In and Out Item	
END DATE CHG				5/30/2011	10/1/2011	\$13.80	\$2.00	\$11.80	64	STAND ALONE QD	PRIOR END DATE 07/30/11
Premiums											
Single Serves											
(8oz, 16oz, 24oz, 32oz packages)											
FRONT LINE CHG	1508436	Coors Lt 4/6/8 C	87800000409	10/3/2011		\$10.15	\$10.75				
END DATE CHG				10/11/2010	10/1/2011	\$10.15	\$0.80	\$9.35	21		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$10.75	\$0.90	\$9.85	21		
FRONT LINE CHG	1508441	Coors Lt 6/4/16 C	71990302023	10/3/2011		\$21.15	\$22.20				
FRONT LINE CHG	1508296	Coors Lt 6/4/16 B	71990300258	10/3/2011		\$21.15	\$22.20				
FRONT LINE CHG	1040441	Lite 6/4/16 C	34100001582	10/3/2011		\$21.15	\$22.20				
END DATE CHG				8/30/2010	10/1/2011	\$21.15	\$1.00	\$20.15	1		PRIOR END DATE 08/27/11
END DATE CHG				11/1/2011	10/1/2011	\$21.15	\$2.15	\$19.00	5	MIX&MATCH W/YUENG 16OZ CANS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$22.20	\$2.30	\$19.90	5	MIX & MATCH WITH YUENGLING 16OZ CANS	
FRONT LINE CHG	1508288	Coors Lt 4/6/16 B PL	71990300975	10/3/2011		\$23.85	\$24.45				
FRONT LINE CHG	1015288	Icehouse 4/6/16 B PL	34100625702	10/3/2011		\$23.85	\$24.45				
FRONT LINE CHG	1040288	Lite 4/6/16 B PL	34100575700	10/3/2011		\$23.85	\$24.45				
END DATE CHG				8/30/2010	10/1/2011	\$23.85	\$2.75	\$21.10	3	MIX & MATCH	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$24.45	\$2.75	\$21.70	3	MIX & MATCH	
FRONT LINE CHG	1508403	Coors Lt 1/12/24 C	71990300654	10/3/2011		\$17.95	\$18.65				

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
FRONT LINE CHG	1040403	Lite 1/12/24 C	3410003555	10/3/2011		\$17.95	\$18.65				
END DATE CHG				8/30/2010	10/1/2011	\$17.95	\$1.25	\$16.70	3	MIX & MATCH	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$18.65	\$1.35	\$17.30	1	New deal due to price increase	
Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks)											
FRONT LINE CHG	1507283	Coors Banquet 4/6/12 B	7199010063	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1508283	Coors Lt 4/6/12 B	7199030050	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1508434	Coors Lt 4/6/12 C	7199000080	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1040283	Lite 4/6/12 B	34100575052	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1040434	Lite 4/6/12 C	3410003548	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1047283	MGD 4/6/12 B	34100175054	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	1049283	MGDL 64 4/6/12 B	34100155056	10/3/2011		\$19.35	\$19.90				
	1040316	Lite 2/9/16 B Aluminum	34100570231			\$19.20		No Change To Front Line			
	1508316	Coors Lt 2/9/16 Aluminum	71990301040			\$19.20		No Change To Front Line			
END DATE CHG				1/3/2011	10/1/2011	\$19.20	\$2.25	\$16.95	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$19.20	\$1.40	\$17.80	1	Change to Promo Pricing Only	
FRONT LINE CHG	1507428	Coors Banquet 2/12/12 C	71990000479	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1508275	Coors Lt 2/12/12 B	71990300692	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1508428	Coors Lt 2/12/12 C	71990000486	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1040275	Lite 2/12/12 B	34100575090	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1040428	Lite 2/12/12 C	34100576363	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1047275	MGD 2/12/12 B	34100175092	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1047428	MGD 2/12/12 C	34100176365	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1049275	MGDL 64 2/12/12 B	34100155094	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1049428	MGDL 64 2/12/12 C	34100156367	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	1122275	MGDL 64 Lemonade 2/12/12 B	34100748098	10/3/2011		\$18.50	\$19.20				
END DATE CHG				9/6/2010	10/1/2011	\$18.50	\$0.70	\$17.80	7	MIX AND MATCH	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$19.20	\$0.70	\$18.50	7	New deal due to price increase	MIX AND MATCH
FRONT LINE CHG	1507242	Coors Banquet 1/18/12 B	71990100780	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1507410	Coors Banquet 1/18/12 C	71990100209	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1508242	Coors Lt 1/18/12 B	71990300784	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1508410	Coors Lt 1/18/12 C	71990300173	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1040242	Lite 1/18/12 B	34100572563	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1040410	Lite 1/18/12 C	34100573409	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1047242	MGD 1/18/12 B	34100172565	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1047410	MGD 1/18/12 C	34100173401	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1049242	MGDL 64 1/18/12 B	34100152567	10/3/2011		\$13.95	\$14.40				
FRONT LINE CHG	1049410	MGDL 64 1/18/12 C	34100153403	10/3/2011		\$13.95	\$14.40				
END DATE CHG				9/27/2010	10/1/2011	\$13.95	\$0.75	\$13.20	10	MIX & MATCH	PRIOR END DATE 08/27/11
NEW PROMO				8/22/2011	9/10/2011	\$13.95	\$1.20	\$12.75	25	MIX & MATCH	ALL COUNTIES
NEW PROMO				10/3/2011	12/31/2011	\$14.40	\$0.75	\$13.65	10	New deal due to price increase	MIX AND MATCH
FRONT LINE CHG	1508255	Coors Lt 1/24/12 B HG	71990300791	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1508256	Coors Lt 1/24/12 B On	71990000004	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1508417	Coors Lt 1/24/12 C	71990316006	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1040255	Lite 1/24/12 B HG	34100572433	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1040256	Lite 1/24/12 B On	34100572150	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1040417	Lite 1/24/12 C	34100573065	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1047417	MGD 1/24/12 C	34100173067	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	1049417	MGDL 64 1/24/12 C	34100153069	10/3/2011		\$18.60	\$19.20				
END DATE CHG				9/13/2010	10/1/2011	\$18.60	\$1.25	\$17.35	7	MIX&MATCH W/YUENG 24PKS	PRIOR END DATE 08/27/11
END DATE CHG				9/13/2010	10/1/2011	\$18.60	\$2.05	\$16.55	63	MIX&MATCH W/YUENG 24PKS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$19.20	\$1.85	\$17.35	7	New deal due to price increase	MIX AND MATCH MILLERCOORS O

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
Above Premiums											
Single Serves (8oz, 16oz, 24oz, 32oz packages)											
	1105317	Grosch 6/4/15.2 B	83741503146			\$44.25					
END DATE CHG				11/30/2009	12/31/2011	\$44.25	\$8.30	\$35.95	1		PRIOR END DATE 08/27/11
	1080441	Sparks 6/4/16 C	78250004758			\$31.00					
	1118441	Sparks Blackberry UV 6/4/16 C	78250005090			\$31.00					
	1119441	Sparks Lemonade 6/4/16 C	78250005038			\$31.00					
	1082441	Sparks Light 6/4/16 C	78250004772			\$31.00					
END DATE CHG				2/1/2010	12/31/2011	\$31.00	\$5.50	\$25.50	3	M&M W/ALL SPARKS 16OZ CANS	PRIOR END DATE 08/27/11
	1008406	Fosters 1/12/25.4 C	70897013315			\$19.50					
	1010406	Fosters Premium Ale 1/12/25.4 C	70897183315			\$19.50					
END DATE CHG				9/28/2009	10/1/2011	\$19.50	\$2.80	\$16.70	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$19.50	\$1.35	\$18.15	1	New deal due to price increase	MIX AND MATCH
Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks)											
FRONT LINE CHG	1509283	Coors N/A 4/6/12 B	71990770051	10/3/2011		\$16.35	\$16.95				
FRONT LINE CHG	1074428	Sharps 2/12/12 C	34100106027	10/3/2011		\$16.35	\$16.95				
FRONT LINE CHG	1512283	Killian 4/6/12 B	71990700027	10/3/2011		\$20.15	\$22.50			Lines up with Fosters - No Promo	
END DATE CHG				10/20/2008	10/1/2011	\$20.15	\$0.60	\$19.55	1	No Promo after 10/01/11	PRIOR END DATE 08/27/11
	1058283	Miller Chill 4/6/12 B	34100348052			\$20.75					
END DATE CHG				3/29/2010	12/31/2011	\$20.75	\$4.95	\$15.80	1		PRIOR END DATE 08/27/11
FRONT LINE CHG	1513283	Molson Canadian 4/6/12 B	68213031129	10/3/2011		\$21.30	\$22.50			Lines up with Fosters - No Promo	
FRONT LINE CHG	1514283	Molson Golden 4/6/12 B	68213021120	10/3/2011		\$21.30	\$22.50			Lines up with Fosters - No Promo	
FRONT LINE CHG	1515283	Molson Ice 4/6/12 B	68213091123	10/3/2011		\$21.30	\$22.50			Lines up with Fosters - No Promo	
END DATE CHG				9/28/2009	10/1/2011	\$21.30	\$0.95	\$20.35	1	No Promo after 10/01/11	PRIOR END DATE 08/27/11
	1008283	Fosters 4/6/12 B	70897011236			\$22.50					
FRONT LINE CHG	1105283	Grosch 4/6/12 B	83741000058	10/3/2011		\$25.55	\$27.15				
	1000281	Aguila 4/6/11.2 B	97549132866			\$26.50					
END DATE CHG				9/20/2010	12/31/2011	\$26.50	\$4.55	\$21.95	14	STAND ALONE QD	PRIOR END DATE 08/27/11
	1005281	Cusquena 4/6/11.2 B	835617000507			\$26.50					

*J J Taylor Distributing
Florida, Inc.*

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
	114283	Lein 1888 Bock 4/6/12 B	34100728052			\$27.85					
	1022283	Lein Berry 4/6/12 B	34100255053			\$27.85					
	116283	Lein Classic Amber 4/6/12 B	34100478056			\$27.85					
	110283	Lein Fireside Nut Brown 4/6/12 B	34100728052			\$27.85					
	1032283	Lein Okt 4/6/12 B	34100728052			\$27.85					
	1037283	Lein Sum Shandy 4/6/12 B	34100728052			\$27.85					
	1038283	Lein Sunset 4/6/12 B	34100498054			\$27.85					
END DATE CHG				8/30/2010	12/31/2011	\$27.85	\$5.45	\$22.40	1	NEW PROMO PRICE	PRIOR END DATE 08/27/11
				7/11/2011	10/1/2011	\$27.85	\$7.35	\$20.50	28	MIX AND MATCH ALL LEINE FAMILY 6PKS	
	1501283	Blue Moon 4/6/12 B	71990095116			\$28.75					
	1502283	Blue Moon Fall Ssl 4/6/12 B	71990095321			\$28.75					
	1503283	Blue Moon Spring Ssl 4/6/12 B	71990095321			\$28.75					
	1505283	Blue Moon Summer Ssl 4/6/12 B	71990095321			\$28.75					
	1506283	Blue Moon Winter Ssl 4/6/12 B	71990095321			\$28.75					
NEW PROMO				10/3/2011	12/31/2011	\$28.75	\$3.25	\$25.50	1		
	1070283	Peroni 4/6/12 B	181954000022			\$28.75					
	1071283	Pilsner Urquell 4/6/12 B	72311630016			\$28.75					
END DATE CHG				5/2/2011	12/31/2011	\$28.75	\$4.25	\$24.50	1		PRIOR END DATE 08/27/11
FRONT LINE CHG	1512275	Killian 2/12/12 B	71990764005	10/3/2011		\$20.15	\$21.20				
FRONT LINE CHG	1008275	Fosters 2/12/12 B	70897011250	10/3/2011		\$20.15	\$21.20				
FRONT LINE CHG	1008428	Fosters 2/12/12 C	70897013254	10/3/2011		\$20.15	\$21.20				
END DATE CHG				8/30/2010	10/1/2011	\$20.15	\$1.60	\$18.55	1		PRIOR END DATE 08/27/11
END DATE CHG				1/31/2011	10/1/2011	\$20.15	\$3.20	\$16.95	56	MIX & MATCH KILLIANS AND FOSTERS 12PKS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$21.20	\$2.70	\$18.50	1	MIX & MATCH KILLIANS AND FOSTERS 12PKS	
FRONT LINE CHG	1105275	Grolsch 2/12/12 B	83741100123	10/3/2011		\$25.40	\$27.15				
END DATE CHG				11/30/2009	10/1/2011	\$25.40	\$4.10	\$21.30	1		PRIOR END DATE 08/27/11
END DATE CHG				1/3/2011	10/1/2011	\$25.40	\$5.40	\$20.00	56	M&M GROLSCH, PILSNER,PERONI 12PKS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$27.15	\$3.15	\$24.00	1		
	1501428	Blue Moon 2/12/12 Can	71990095062			\$27.10					
	1501275	Blue Moon 2/12/12 B	71990095161			\$27.10					
	1502275	Blue Moon Fall Ssl 2/12/12 B	71990095369			\$27.10					
	1530275	Blue Moon Fall Variety 2/12/12 B	71990095543			\$27.10					
	1503275	Blue Moon Spring Ssl 2/12/12 B	71990095369			\$27.10					
	1531275	Blue Moon Spring Variety 2/12/12 B	71990095543			\$27.10					
	1505275	Blue Moon Summer Ssl 2/12/12 B	71990095369			\$27.10					
	1529275	Blue Moon Summer Variety 2/12/12 B	71990095543			\$27.10					
	1520275	Blue Moon Variety 2/12/12 B	71990095543			\$27.10					
	1506275	Blue Moon Winter Ssl 2/12/12 B	71990095369			\$27.10					
	1026275	Lein Explorer 2/12/12 B	34100785741			\$27.10					
END DATE CHG				8/30/2010	12/31/2011	\$27.10	\$3.32	\$23.78	1		PRIOR END DATE 08/27/11

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
	1070275	Peroni 2/12/12 B	181954000046			\$27.15					
END DATE CHG				11/1/2010	10/1/2011	\$27.15	\$3.37	\$23.78	72	STAND ALONE QD - FT MYERS SALES CENTER	PRIOR END DATE 08/27/11
END DATE CHG				1/3/2011	10/1/2011	\$27.15	\$7.15	\$20.00	56	M&M GROLSCH, PILSNER.PERONI 12PKS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$27.15	\$3.15	\$24.00	1		
	1071275	Pilsner Urquell 2/12/12 B	7231133128			\$27.15					
END DATE CHG				1/3/2011	10/1/2011	\$27.15	\$7.15	\$20.00	56	M&M GROLSCH, PILSNER.PERONI 12PKS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$27.15	\$3.15	\$24.00	1		
	1006242	Euro Import Sampler 1/18/12 B	34100410186			\$20.23					
END DATE CHG				8/30/2010	12/31/2011	\$20.23	\$2.68	\$17.55	1		PRIOR END DATE 08/27/11
	1026253	Lein Explorer 1/24/12 B	34100782153			\$21.35				CLUB PACKAGE	
	1520253	Blue Moon Variety 1/24/12 B	71990095550			\$23.75				CLUB PACKAGE	
END DATE CHG				10/4/2010	12/31/2011	\$22.95	\$1.35	\$21.60	1		PRIOR END DATE 08/27/11

Yuengling Brewery

Premiums

Single Serves

(16oz, 24oz, 32oz packages)

FRONT LINE CHG	2502441	Yuengling Lager 6/4/16oz C	89924600169	10/3/2011		\$21.15	\$22.20				
FRONT LINE CHG	2500441	Yuengling B&T 6/4/16 C	89924316923	10/3/2011		\$21.15	\$22.20				
FRONT LINE CHG	2510441	Yuengling Premium 6/4/16 C	89924214021	10/3/2011		\$21.15	\$22.20				
END DATE CHG				8/30/2010	10/1/2011	\$21.15	\$1.00	\$20.15	1		PRIOR END DATE 08/27/11
END DATE CHG				11/1/2011	10/1/2011	\$21.15	\$2.15	\$19.00	5	MIX&MATCH W/MILLERCOORS PREM 16OZ C	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$22.20	\$2.30	\$19.90	5	MIX & MATCH WITH LITE COORS LT 16OZ CANS	
FRONT LINE CHG	2502459	Yuengling Lager 1/15/24z C	89924600244	10/3/2011		\$20.60	\$21.65			Equivalentizes to MC 12/24oz \$17.30 price	
FRONT LINE CHG	2504459	Yuengling Lt Lager 1/15/24z C	89924230243	10/3/2011		\$20.60	\$21.65			Equivalentizes to MC 12/24oz \$17.30 price	

Multi Packs

(4/6pks, 9pks, 12pks, 18pks, 24pks)

FRONT LINE CHG	2500283	Yuengling Black N Tan 4/6/12 B	89924954323	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	2502283	Yuengling Lager 4/6/12 B	89924278917	10/3/2011		\$19.35	\$19.90				
FRONT LINE CHG	2504283	Yuengling Lt lager 4/6/12 B	89924201113	10/3/2011		\$19.35	\$19.90				
	2509283	Yuengling Variety Pack 4/6/12 B				\$19.95				Club Pack Only	
FRONT LINE CHG	2500275	Yuengling Black N Tan 2/12/12 B	89924293866	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	2502275	Yuengling Lager 2/12/12 B	89924278962	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	2502428	Yuengling Lager 2/12/12 C	89924278986	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	2504275	Yuengling Lt lager 2/12/12 B	89924230403	10/3/2011		\$18.50	\$19.20				
FRONT LINE CHG	2504428	Yuengling Lt Lager 2/12/12 C	89924230502	10/3/2011		\$18.50	\$19.20				
END DATE CHG				10/4/2010	10/1/2011	\$18.50	\$1.05	\$17.45	35	MIX & MATCH TREAS COAST AND OKEECHOBEE	PRIOR END DATE 08/27/11
				6/20/2011	7/30/2011	\$18.50	\$0.70	\$17.80	7	MIX AND MATCH ALL 12PKS	
END DATE CHG				8/21/2011	9/17/2011	\$18.50	\$0.70	\$17.80	7	MIX AND MATCH ALL 12PKS	PRIOR END 09/10/11
NEW PROMO				10/3/2011	12/31/2011	\$19.20	\$0.70	\$18.50	7	New deal due to price increase	MIX AND MATCH

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
FRONT LINE CHG	2502253	Yuengling Lager 1/24/12 B	89924410034	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	2502417	Yuengling Lager 1/24/12 C	89924880073	10/3/2011		\$18.60	\$19.20				
FRONT LINE CHG	2504417	Yuengling Lt Lager 1/24/12 C	89924200000	10/3/2011		\$18.60	\$19.20				
END DATE CHG				9/13/2010	10/1/2011	\$18.60	\$1.25	\$17.35	7	MIX & MATCH WITH MILLERCOORS PREM 24	PRIOR END DATE 08/27/11
END DATE CHG				9/13/2010	10/1/2011	\$18.60	\$2.05	\$16.55	63	MIX & MATCH WITH MILLERCOORS PREM 24	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$19.20	\$1.85	\$17.35	7	New deal due to price increase	MIX AND MATCH YUENGLING ONL
Above Premiums											
Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks)											
	2501283	Yuengling Chesterfield Ale 4/6/12 B	89924182900			\$22.36					
	2505283	Yuengling Porter 4/6/12 B	89924319832			\$22.36					
	2507283	Yuengling Bock 4/6/12 B	89924802129			\$22.36					
Pabst Brewing Company											
Below Premiums											
Single Serves (16oz, 24oz, 32oz packages)											
FRONT LINE CHG	2705441	Pabst 6/4/16 C	22100000780	10/3/2011		\$14.50	\$16.40				
NEW PROMO				10/3/2011	12/31/2011	\$16.40	\$0.55	\$15.85	5	New deal due to price increase	m&m w/ mc below prem 16oz
FRONT LINE CHG	2702441	Old Milwaukee 6/4/16 C	52300004462	10/3/2011		\$15.05	\$16.40				
END DATE CHG				8/30/2010	10/1/2011	\$15.05	\$0.55	\$14.50	7	M&M W/MILLERCOORS BELOW PREM 16OZ C	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$16.40	\$0.55	\$15.85	5	New deal due to price increase	m&m w/ mc below prem 16oz
FRONT LINE CHG	2699441	Colt 45 High Gravity Lager 6/4/16 C	71250400131	10/3/2011		\$15.60	\$16.40				
FRONT LINE CHG	2700435	Bull Ice 4/6/16 C	92000000003	10/3/2011		\$15.60	\$16.40				
FRONT LINE CHG	2701441	Colt 45 6/4/16 C	71250000171	10/3/2011		\$15.60	\$16.40				
FRONT LINE CHG	2708441	Schlitz Malt Liquor 6/4/16 C	52300003267	10/3/2011		\$15.60	\$16.40				
FRONT LINE CHG	2711441	Schlitz High Gravity 6/4/16 C	52300001461	10/3/2011		\$15.60	\$16.40				
END DATE CHG				8/30/2010	10/1/2011	\$15.60	\$0.55	\$15.05	7	M&M W/ PABST BREWING CO QTS	PRIOR END DATE 08/27/11
END DATE CHG				8/30/2010	10/1/2011	\$15.60	\$1.10	\$14.50	14	M&M W/ PABST BREWING CO QTS	PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$16.40	\$0.55	\$15.85	7	New deal due to price increase	MIX & MATCH
FRONT LINE CHG	2711403	Schlitz High Gravity 1/12/24 C	52300001430	10/3/2011		\$14.18	\$15.00				
	2700233	Bull Ice 1/12/32 B	92000000029			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	2701233	Colt 45 1/12/32 B	71250000188			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	2702233	Old Milwaukee 1/12/32 B	52300000266			\$16.75				No Change to Front Line - No QD as of 10/03/11	
	2708233	Schlitz Malt Liquor 1/12/32 B	52300000464			\$16.75				No Change to Front Line - No QD as of 10/03/11	
END DATE CHG				8/30/2010	10/1/2011	\$16.75	\$1.00	\$15.75	7	M&M W/ PABST BREWING CO 16OZ	PRIOR END DATE 08/27/11
END DATE CHG				8/30/2010	10/1/2011	\$16.75	\$1.00	\$15.75	14	M&M W/ PABST BREWING CO 16OZ	PRIOR END DATE 08/27/11
	2723446	Blast Blueberry Pomegranate 1/12/23.5oz C	71250001765			\$21.50					
	2725446	Blast Grape 1/12/23.5oz C	71250402050			\$21.50					
	2726446	Blast Raspberry Watermelon 1/12/23.5oz C	71250002762			\$21.50					
	2724446	Blast Strawberry Lemon 1/12/23.5oz C	71250003769			\$21.50					

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks)											
FRONT LINE CHG	2705283	Pabst 4/6/12 B	22100002890	10/3/2011		\$14.65	\$16.40				
FRONT LINE CHG	2702410	Old Milwaukee 1/18/12 C	52300004400	10/3/2011		\$10.75	\$11.40				
END DATE CHG				8/30/2010	10/1/2011	\$10.75	\$0.95	\$9.80	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$11.40	\$0.95	\$10.45	1	New deal due to price increase	
FRONT LINE CHG	2705410	Pabst 1/18/12 C	22100001572	10/3/2011		\$11.00	\$11.40				
END DATE CHG				9/13/2010	10/1/2011	\$11.00	\$0.82	\$10.18	1		PRIOR END DATE 08/27/11
END DATE CHG				6/27/2011	8/27/2011	\$11.00	\$1.20	\$9.80	3	PRIOR END DATE	
NEW PROMO				10/3/2011	12/31/2011	\$11.40	\$0.95	\$10.45	1	New deal due to price increase	
FRONT LINE CHG	2704428	Old Milwaukee N/A 2/12/12 C	52300025450	10/3/2011		\$13.20	\$13.75				
FRONT LINE CHG	2702428	Old Milwaukee 2/12/12 C	52300025405	10/3/2011		\$14.38	\$14.95				
FRONT LINE CHG	2703428	Old Milwaukee Light 2/12/12 C	52300005407	10/3/2011		\$14.38	\$14.95				
END DATE CHG				8/30/2010	10/1/2011	\$14.38	\$0.96	\$13.42	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$14.95	\$0.80	\$14.15	1	New deal due to price increase	
FRONT LINE CHG	2705275	Pabst 2/12/12 B	22100002883	10/3/2011		\$15.10	15.65??				
FRONT LINE CHG	2705428	Pabst 2/12/12 C	22100001701	10/3/2011		\$15.10	15.65??				
FRONT LINE CHG	2710428	Pabst Lt 2/12/12 C	22100475007	10/3/2011		\$15.10	15.65??				
END DATE CHG				9/27/2010	10/1/2011	\$15.10	\$1.68	\$13.42	5	MIX & MATCH	PRIOR END DATE 08/27/11
				6/6/2011	7/2/2011	\$15.10	\$0.72	\$14.38	1		
				8/1/2011	8/27/2011	\$15.10	\$0.72	\$14.38	1		
NEW PROMO				10/3/2011	12/31/2011	\$15.65	\$1.50	\$14.15	5	New deal due to price increase	MIX AND MATCH
FRONT LINE CHG	2702417	Old Milwaukee 1/24/12 C	52300029663	10/3/2011		\$13.80	\$14.50				
END DATE CHG				8/30/2010	10/1/2011	\$13.80	\$0.50	\$13.30	1		PRIOR END DATE 08/27/11
NEW PROMO				10/3/2011	12/31/2011	\$14.50	\$0.55	\$13.95	1	New deal due to price increase	
	2723289	Blast Blueberry Pomegranate 4/6/7oz B	71250001741			\$20.47					
	2725289	Blast Grape 4/6/7oz B	71250000706			\$20.47					
	2726289	Blast Raspberry Watermelon 4/6/7oz B	71250003745			\$20.47					
	2724289	Blast Strawberry Lemonade 4/6/7oz B	71250003745			\$20.47					
Above Premiums											
Multi Packs (4/6pks, 9pks, 12pks, 18pks, 24pks)											
FRONT LINE CHG	2707283	Schlitz 4/6/12 B	52300012900	10/3/2011		\$19.25	\$19.60				
	2719283	Primo Island Lager 4/6/12 B	52300053064			\$25.55					