

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 09/30/11

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

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

Notice No. 2011 - 35 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 Changes to Off Premise Promotions/QD's as of 10/10/11 as follows: New Steel/Olde English 16oz QD, new Heineken Lt 18pk QD as of 10/10/11. End Date Change on MillerCoors and Yuengling Premium 60+ case 24pk deal to 10/29/11. All Changes highlighted in RED on attachment.				
<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
MillerCoors Brewing Company											
	1084441	Steel Reserve 6/4/16 C	78250004642			\$15.85					
END DATE CHG				10/3/2011	10/8/2011	\$15.85	\$1.00	\$14.85	5	MIX & MATCH STEEL & OE 16OZ	MIX & MATCH - ALL COUNTIES
SARASOTA/MANATEE COUNTY QD'S ONLY											
				10/3/2011	12/31/2011	\$15.85	\$1.60	\$14.25	7	SARASOTA MANATEE COUNTIES ONLY - STAND ALONE QD	
				10/3/2011	12/31/2011	\$15.85	\$2.95	\$12.90	56	SARASOTA MANATEE COUNTIES ONLY - STAND ALONE QD	
HILLSBOROUGH COUNTY PROMO ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.00	\$14.85	1	HILLSBOROUGH COUNTY ONLY	HILLSBOROUGH CNTY ONLY
PASCO/PINELLAS COUNTY QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.72	\$14.13	1	PINELLAS/PASCO COUNTIES ONLY	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.95	\$13.90	14+	PINELLAS/PASCO ONLY - MIX & MATCH STEEL & OE 16OZ	
FT MYERS SALES CENTER QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.72	\$14.13	1	ALL FT MYERS SALES CENTER COUNTIES ONLY	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$2.35	\$13.50	7+	FT MYERS SALES CENTER ONLY - MIX & MATCH WITH STEEL & OE 16OZ	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$2.95	\$12.90	56+	FT MYERS SALES CENTER ONLY - MIX & MATCH WITH STEEL & OE 16OZ	
TREASURE COAST SALES CENTER QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.35	\$14.50	2+	TREASURE COAST SALES CENTER ONLY - MIX & MATCH W/ STEEL & OE	
	1069441	Olde English 6/4/16 C	34100006242			\$15.85					
END DATE CHG				10/3/2011	10/8/2011	\$15.85	\$1.00	\$14.85	5	MIX & MATCH STEEL & OE 16OZ	MIX & MATCH - ALL COUNTIES
SARASOTA/MANATEE COUNTY QD'S ONLY											
				10/3/2011	12/31/2011	\$15.85	\$1.85	\$14.00	10	SARASOTA MANATEE COUNTIES ONLY - STAND ALONE QD	
HILLSBOROUGH COUNTY PROMO ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.00	\$14.85	1	HILLSBOROUGH COUNTY ONLY	HILLSBOROUGH CNTY ONLY
PASCO/PINELLAS COUNTY QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.72	\$14.13	1	PINELLAS/PASCO COUNTIES ONLY	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.95	\$13.90	14+	PINELLAS/PASCO ONLY - MIX & MATCH STEEL & OE 16OZ	
FT MYERS SALES CENTER QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.72	\$14.13	1	ALL FT MYERS SALES CENTER COUNTIES ONLY	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$2.35	\$13.50	7+	FT MYERS SALES CENTER ONLY - MIX & MATCH WITH STEEL & OE 16OZ	
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$2.95	\$12.90	56+	FT MYERS SALES CENTER ONLY - MIX & MATCH WITH STEEL & OE 16OZ	
TREASURE COAST SALES CENTER QD'S ONLY											
NEW PROMO				10/10/2011	12/31/2011	\$15.85	\$1.35	\$14.50	2+	TREASURE COAST SALES CENTER ONLY - MIX & MATCH W/ STEEL & OE	
	1507417	Coors Banquet 1/24/12 C	71990116002			\$19.20					
	1508255	Coors Lt 1/24/12 B HG	71990300791			\$19.20					
	1508256	Coors Lt 1/24/12 B On	71990000004			\$19.20					
	1508417	Coors Lt 1/24/12 C	71990316006			\$19.20					
	1040255	Lite 1/24/12 B HG	34100572433			\$19.20					
	1040256	Lite 1/24/12 B On	34100572150			\$19.20					
	1040417	Lite 1/24/12 C	34100573065			\$19.20					
	1047417	MGD 1/24/12 C	34100173067			\$19.20					
	1049417	MGDL 64 1/24/12 C	34100153069			\$19.20					
				10/3/2011	12/31/2011	\$19.20	\$1.05	\$18.15	7		MIX AND MATCH MILLERCOORS ONLY
				10/3/2011	12/31/2011	\$19.20	\$1.85	\$17.35	30		MIX AND MATCH MILLERCOORS ONLY
END DATE CHG				10/3/2011	10/29/2011	\$19.20	\$2.25	\$16.95	63	PRIOR END DATE 12/31/11	MIX AND MATCH MILLERCOORS ONLY

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES	COUNTY SPECIFICS
Yuengling Brewery											
	2502253	Yuengling Lager 1/24/12 B	89924410034			\$19.20					
	2502417	Yuengling Lager 1/24/12 C	89924880073			\$19.20					
	2504253	Yuengling Lt Lager 1/24/12 B	89924215059			\$19.20					
	2504417	Yuengling Lt Lager 1/24/12 C	89924200000			\$19.20					
				10/3/2011	12/31/2011	\$19.20	\$1.05	\$18.15	7		MIX AND MATCH YUENGLING ONLY
				10/3/2011	12/31/2011	\$19.20	\$1.85	\$17.35	14		MIX AND MATCH YUENGLING ONLY
END DATE CHG				10/3/2011	10/29/2011	\$19.20	\$2.25	\$16.95	28	PRIOR END DATE 12/31/11	MIX AND MATCH YUENGLING ONLY
Heineken USA											
	2011242	Hein Lt 1/18/12 B	72890004239			\$19.80					
NEW PROMO				10/10/2011	12/31/2011	\$19.80	\$4.85	\$14.95	105	NO MIX AND MATCH - STAND ALONE QD	