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 10/28/11

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

City Tampa, FL 33619 Beginning Date 11/07/11

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

OFF PREMISE

BRAND NAME	*SIZE AND PACKAGE*	*CASE QUANTITY*	*POSTED PRICE PER CASE*	*CASH PRICE AFTER POSTING*

CHANGE	ITEM #	PACKAGE	RETAIL UPC	BEGIN DATE	END DATE	FRONT LINE	DISC	PROMO PRICE	QTY	NOTES
	2000275	Amstel Lt 2/12/12 B	72890100160			$26.30				
	2000428	Amstel Lt 2/12/12 C	72890001511			$26.30				
	2007275	Hein 2/12/12 B	72890000163			$26.30				
	2007428	Hein 2/12/12 C	72890000200			$26.30				
	2011275	Hein Lt 2/12/12 B	72890001597			$26.30				
	2011428	Hein Lt 2/12/12 C	72890001887			$26.30				
				10/3/2011	12/31/2011	$26.30	$2.85	$23.45	28+	New Promo Price
NEW PROMO				11/7/2011	12/31/2011	$26.30	$2.30	$24.00	10+	MIX & MATCH 12PKS ONLY

New Heineken/Amstel Family 12pk 10+ Case QD as of 11/07/11 – 12/31/11. These packages may be mixed and matched to achieve the quantity discount.

Credit customers add $0.30 per case and $1.00 per keg

Shannon Keen
Authorized Representative

Director, Pricing Administration
Title