

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

Notice No. 2011 37 Page 1 of 1 Ending Date Indefinite

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 |
|---|---------------------------|------------------|---------------|------------|-----------------------|--------|-------------------------|--------------------------|
| 1070275 | Peroni 2/12/12 B | 181954000046 | | | \$27.15 | | | |
| 1071275 | Pilsner Urquell 2/12/12 B | 72311133128 | | | \$27.15 | | | |
| | | | 10/31/2011 | 12/31/2011 | \$27.15 | \$3.15 | \$24.00 | |
| | | | 11/7/2011 | 12/31/2011 | \$27.15 | \$7.15 | \$20.00 | |
| NEW PROMO | | | | | | | 72 MIX AND MATCH | |
| New Peroni/Pilsner 72+ 12pk QD starting 11/07/11. These packages may be mixed and matched to achieve quantity discount. | | | | | | | | |
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| Credit customers add \$0.30 per case and \$1.00 per keg | | | | | | | | |

Shannon Keen
 Authorized Representative

Director, Pricing Administration
 Title