

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date February 24, 2011
Location Address 6484 Dog Track Road License No. JDBW 77-00433 KLD _____
City Ebro, FL 32437-1142 Beginning Date March 7, 2011
Ending Date Until Further Notice
Notice No. 2011 - 10 Page 1 of 3 Date Until Further Notice
Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes,
Counties Where Price is in Effect: Bay, Gulf, Calhoun, Franklin

NEW PRODUCTS

<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>
Budweiser	24/12 oz Can Cooler	One	19.40	19.40
Mich Ultra	20/12 oz 4/5 Can	One	29.80	29.80
Kona Longboard	24/12 oz 2/12 LNNR	One	25.55	25.55
Budweiser	24/8 oz 4/6 Can	One	12.65	12.65
Bud Light Sampler	24/12 oz Can Cooler	One	19.40	19.40

Edward Koontz
Authorized Representative

Vice President
Title

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date February 24, 2011

Location Address 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 Beginning Date March 7, 2011

Ending Date October 9, 2011
Notice No. 2011 - 10 Page 2 of 3

Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, Bay, Gulf, Calhoun, Franklin

PRICE PROMOTION

<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>
Budweiser	24/12 oz Can Cooler	1 - 47	19.40	19.40
		48 +	17.35	19.40

OFF - PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date February 24, 2011

Location Address 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 Beginning Date March 7, 2011

Notice No. 2011 - 10 Page 3 of 3 Ending Date May 1, 2011

Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, Bay, Gulf, Calhoun, Franklin

PRICE PROMOTION

<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>
Kona Longboard	24/12 oz 2/12 LNNR	One	19.40	25.55

OFF – PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title