

**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 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD \_\_\_\_\_  
City Pensacola, FL 32505 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 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD \_\_\_\_\_

City Pensacola, FL 32505 Beginning Date March 7, 2011

Notice No. 2011 10 Page 2 of 3 Ending Date October 9, 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>
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 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD \_\_\_\_\_

City Pensacola, FL 32505 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