

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 March 17, 2011

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

City Ebro, FL 32437-1142 Beginning Date March 28, 2011

Ending Date April 24, 2011
Notice No. 2011 - 14 Page 1 of 5

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>
Natural Light	24/12 oz Suitcase Can	1 - 24	13.80	13.80
Natural Ice	24/12 oz Suitcase Can	25 +	11.09	13.80

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

<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>
Mich Ultra Variety Pack	24/12 oz 2/12 LNNR	1 - 9	20.50	20.50
		10 +	17.65	20.50

CAN BE COMBINED WITH MICH FAMILY 2/12'S FOR THE QUANTITY DISCOUNT

Edward Koontz
Authorized Representative

Vice President
Title

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City Ebro, FL 32437-1142 Beginning Date March 28, 2011

Notice No. 2011 - 14 Page 2 of 5 Ending Date May 1, 2011

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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>
Bud Lt Lime	24/12 oz 2/12 LNNR	1 – 9	21.20	21.20
Bud Lt Lime	24/12 oz 2/12 Can	10 +	19.63	21.20
Bud Lt Wheat	24/12 oz 2/12 LNNR			

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<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>
Busch	24/12 oz Suitcase Can	1 – 97	13.80	13.80
Busch Light	24/12 oz Suitcase Can	98 +	13.30	13.80

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

<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>
Hoegaarden	24/11.2 oz 2/12 LNNR	One	25.40	28.75

OFF – PREMISE ACCOUNTS ONLY

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Notice No. 2011 - 14 Page 3 of 5 Ending Date May 1, 2011

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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	18/12 oz Can	1 – 24	13.95	13.95
Bud Light	18/12 oz Can	25 +	13.20	13.95
Bud Select	18/12 oz Can			
Select 55	18/12 oz Can			
Budweiser	18/12 oz LNNR			
Bud Light	18/12 oz LNNR			
Bud Select	18/12 oz LNNR			
Select 55	18/12 oz LNNR			

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Notice No. 2011 - 14 Page 4 of 5 Ending Date May 1, 2011

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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 2/12 Can	1 - 4	18.50	18.50
Bud Light	24/12 oz 2/12 Can	5 +	17.80	18.50
Bud Select	24/12 oz 2/12 Can			
Select 55	24/12 oz 2/12 Can			
Budweiser	24/12 oz 2/12 LNNR			
Bud Light	24/12 oz 2/12 LNNR			
Bud Select	24/12 oz 2/12 LNNR			
Select 55	24/12 oz 2/12 LNNR			

ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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Notice No. 2011 - 14 Page 5 of 5 Ending Date Until Further Notice

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NEW PRODUCT

<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>
Widmer Sunburn	1/6 BBL	One	55.00	55.00

PRICE DOES NOT INCLUDE THE \$50.00 DEPOSIT

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