

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 THE LEWIS BEAR COMPANY Date January 5, 2011

Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD                     

City Pensacola, FL 32505 Beginning Date January 17, 2011

Notice No. 2011 1 Page 1 of 3 Ending Date April 3, 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>
Rolling Rock	24/12 oz 2/12 LNNR	1 - 2	18.50	18.50
Rock Light	24/12 oz 2/12 LNNR	3 +	16.50	18.50

**CAN BE COMBINED FOR THE QUANTITY DISCOUNT**

**ON - 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

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 (MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date January 5, 2011

Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD                       
 Beginning

City Pensacola, FL 32505 Date January 17, 2011

Notice No. 2011 1 Page 2 of 3 Ending Date March 6, 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>
Landshark	24/16 oz 6/4 Can	1 - 2	29.35	29.35
		3 +	22.00	29.35

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(MALT BEVERAGES)

Distributor THE LEWIS BEAR COMPANY Date January 5, 2011  
Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD           
City Pensacola, FL 32505 Beginning Date January 17, 2011  
Ending Date           
Notice No. 2011 1 Page 3 of 3 Date Until Further Notice  
Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, Bay, Gulf, Calhoun, Franklin

**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>
Becks Pilsner	12/24 oz NR	One	22.95	22.95

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Authorized Representative

Vice President  
Title