

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 January 13, 2011

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

City Pensacola, FL 32505 Beginning Date January 17, 2011

Notice No. 2011 2 Page 1 of 2 Ending 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>
Four Loko Limited Edition XXX	12/23.5 oz Can	One	21.50	21.50
Rolling Rock	24/16 oz 4/6 Can	One	21.15	21.15

<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>
Victory Headwaters Ale	24/12 oz 4/6 LNNR	One	30.25	30.25
Victory Headwaters Ale	1/2 BBL	One	130.00	130.00

DRAFT PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

<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>
Stella Artois	20/14.9 oz 2/10 Can	One	28.75	28.75
Stella Artois	24/14.9 oz 6/4 Can	One	33.35	33.35
Bud Light Lime	1/6 BBL	One	48.00	48.00

DRAFT PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

Edward Koontz
Authorized Representative

Vice President
Title

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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>
Widmers Best Variety Pack	24/12 oz LNNR	One	22.10	25.55

OFF – PREMISE ACCOUNTS ONLY

Edward Koontz
 Authorized Representative

Vice President
 Title