

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date April 14, 2011

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

City Pensacola, FL32505 Beginning Date April 25, 2011

Notice No. 2011 20 Page 1 of 5 Ending Date Until Further Notice

Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, 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>
Bacardi Sampler 2011	12/12 LNNR	One	13.18	13.18
Mich Ultra Variety Pack	12/12 LNNR	One	10.33	10.33

<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>
Blue Point Spring Fling	24/12 oz 4/6 LNNR	One	30.00	30.00
Blue Point Summer Ale	24/12 oz 4/6 LNNR	One	30.00	30.00
Blue Point Octoberfest	24/12 oz 4/6 LNNR	One	30.00	30.00
Blue Point Winter Ale	24/12 oz 4/6 LNNR	One	30.00	30.00

<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 Small Batch 1	1/6 BBL	One	120.00	120.00
Widmer Small Batch 2	1/6 BBL	One	150.00	150.00

PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

Edward Koontz
Authorized Representative

Vice President
Title

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City Pensacola, FL32505 Beginning Date April 25, 2011

Notice No. 2011 20 Page 2 of 5 Ending Date January 1, 2012

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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>
Starr Hill The Love	24/12 oz 4/6 LNNR	1 – 2	28.76	28.76
Starr Hill Northern Lights	24/12 oz 4/6 LNNR	3 +	27.26	28.76
Starr Hill Lucy	24/12 oz 4/6 LNNR			
Starr Hill Festie	24/12 oz 4/6 LNNR			

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>
Barcardi Sampler 2011	12/12 LNNR	1 – 2	13.18	13.18
		3 +	10.65	13.18

<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	30/12 oz Cans	1 – 24	17.50	17.50
Natural Ice	30/12 oz Cans	25 +	10.65	17.50

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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>
Michelob	24/12 oz 2/12 LNNR	1 - 9	20.50	20.50
Mich Light	24/12 oz 2/12 LNNR	10 +	18.90	20.50
Mich Ultra	24/12 oz 2/12 LNNR			
Mich Ultra Amber	24/12 oz 2/12 LNNR			
Mich Amber Bock	24/12 oz 2/12 LNNR			
Mich Light	24/12 oz 2/12 Can			
Mich Ultra	24/12 oz 2/12 Can			
Mich Lime Cactus	24/12 oz 2/12 Can			
Mich Fall Sampler	24/12 oz 2/12 LNNR	10 +	20.40	22.00
Mich Ultra Variety Pack	24/12 oz 2/12 LNNR	10 +	18.75	20.50

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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>
Natural Light	24/12 oz Suitcase Can	1 - 97	13.80	13.80
Natural Ice	24/12 oz Suitcase Can	98 +	13.30	13.80

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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>
Mich Ultra Variety Pack	12/12 LNNR	1 - 9	10.33	10.33
		10 +	9.45	10.33

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Mich Light	18/12 oz Can	1 - 4	15.45	15.45
Mich Ultra	18/12 oz Can	5 +	13.20	15.45
Mich Amber Bock	18/12 oz LNNR			
Mich Light	18/12 oz LNNR			
Mich Ultra	18/12 oz NNR			

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