

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 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 1 of 7 Ending Date May 29, 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 | 18/12 oz LNNR / Can | 1 - 4 | 13.95 | 13.95 |
| Bud Light | 18/12 oz LNNR / Can | 5 - 24 | 13.20 | 13.95 |
| Bud Select | 18/12 oz LNNR / Can | 25 + | 12.75 | 13.95 |
| Select 55 | 18/12 oz LNNR / Can | | | |

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF - PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

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1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 2 of 7 Ending Date July 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Budweiser | 24/16 oz 6/4 Can | 1 - 4 | 21.15 | 21.15 |
| Bud Light | 24/16 oz 6/4 Can | 5 + | 19.00 | 21.15 |

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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Rolling Rock | 24/16 oz 4/6 Can | One | 19.00 | 21.15 |

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

Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 3 of 7 Ending Date May 29, 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Stella Artois | 24/11.2 oz 4/6 LNNR | One | 25.85 | 28.75 |
| Lefe Blonde | 24/11.2 oz 4/6 LNNR | One | 25.85 | 28.75 |
| Hoegaarden | 24/11.2 oz 4/6 LNNR | One | 25.85 | 28.75 |

| <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 Cans | 1 - 4 | 13.80 | 13.80 |
| Natural Ice | 24/12 oz Suitcase Cans | 5 + | 13.30 | 13.80 |
| Busch | 24/12 oz Suitcase Cans | | | |
| Busch Light | 24/12 oz Suitcase Cans | | | |

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

Distributor THE LEWIS BEAR COMPANY Date April 21, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 4 of 7 Ending Date June 5, 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> |
|---------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Shock Top | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Shock Top Raspberry | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Alexander Keith Lager | 24/12 oz 4/6 LNNR | One | 21.12 | 24.30 |
| Alexander Keith Pale Ale | 24/12 oz 4/6 LNNR | One | 21.12 | 24.30 |
| Alexander Keith Brown Ale | 24/12 oz 4/6 LNNR | One | 21.12 | 24.30 |

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

Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 5 of 7 Ending Date May 22, 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 2/12 LNNR / Can | 1 – 24 | 18.50 | 18.50 |
| Bud Light | 24/12 oz 2/12 LNNR / Can | 25 + | 17.80 | 18.50 |
| Bud Select | 24/12 oz 2/12 LNNR / Can | | | |
| Select 55 | 24/12 oz 2/12 LNNR / Can | | | |

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 | 12/12 LNNR | 1 – 9 | 10.33 | 10.33 |
| | | 10 + | 9.45 | 10.33 |

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

Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 6 of 7 Ending Date May 29, 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Bud Light Lime | 18/12 oz Can | 1 - 4 | 15.90 | 15.90 |
| Bud Light Lime | 18/12 oz LNNR | 5 + | 14.30 | 15.90 |

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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Bud Light Lime | 24/12 oz 2/12 LNNR | One | 19.63 | 21.20 |
| Bud Light Lime | 24/12 oz 2/12 Can | One | 19.63 | 21.20 |
| Bud Light Wheat | 24/12 oz 2/12 LNNR | One | 19.63 | 21.20 |

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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Pensacola, FL32505 Beginning Date May 2, 2011

Notice No. 2011 22 Page 7 of 7 Ending Date December 31, 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Shock Top | 24/12 oz 2/12 Can | One | 22.65 | 24.30 |

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