

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

City Ebro, FL 32437-1142 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 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 Beginning Date May 2, 2011

Ending Date July 3, 2011
Notice No. 2011 - 22 Page 2 of 7

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

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

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Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Ebro, FL 32437-1142 Beginning Date May 2, 2011

Ending Date May 29, 2011
Notice No. 2011 - 22 Page 3 of 7 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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Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Ebro, FL 32437-1142 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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Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Ebro, FL 32437-1142 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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Distributor THE LEWIS BEAR COMPANY Date April 20, 2011

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

City Ebro, FL 32437-1142 Beginning Date May 2, 2011

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

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

City Ebro, FL 32437-1142 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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