

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 May 12, 2011

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

City Pensacola, FL32505 Beginning Date May 23, 2011

Notice No. 2011 29 Page 1 of 4 Ending Date July 17, 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>
Bass Pale Ale	24/12 oz 4/6 LNNR	One	24.30	27.15

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF – 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, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date May 12, 2011

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

City Pensacola, FL32505 Beginning Date May 23, 2011

Notice No. 2011 29 Page 2 of 4 Ending Date July 10, 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>
Michelob	24/12 oz 2/12 LNNR	1 – 9	20.50	20.50
Mich Light	24/12 oz 2/12 LNNR	10 +	17.80	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 +	19.30	22.00
Mich Ultra Variety Pack	24/12 oz 2/12 LNNR	10 +	17.65	20.50
Mich Ultra Variety Pack	12/12 LNNR	10 +	8.90	10.33

ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF – 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, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date May 12, 2011

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

City Pensacola, FL32505 Beginning Date May 23, 2011

Notice No. 2011 29 Page 3 of 4 Ending Date July 10, 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>
Mich Light	18/12 oz Can	1 – 4	15.45	15.45
Mich Ultra	18/12 oz Can	5 +	13.70	15.45
Mich Light	18/12 oz LNNR			
Mich Ultra	18/12 oz 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>
Budweiser	24/12 oz 2/12 LNNR/Can	1 – 4	18.50	18.50
Bud Light	24/12 oz 2/12 LNNR/Can	5 +	17.80	18.50
Bud Select	24/12 oz 2/12 LNNR/Can			
Select 55	24/12 oz 2/12 LNNR/Can			

OFF – 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, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date May 12, 2011

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

City Pensacola, FL32505 Beginning Date May 23, 2011

Notice No. 2011 29 Page 4 of 4 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>
Blue Point Blueberry	24/12 oz 4/6 LNNR	One	30.00	30.00
Blue Point Toasted Lager	12/22 oz NR	One	32.50	32.50
Blue Point Rasta Farye	12/22 oz NR	One	32.50	32.50

Edward Koontz
Authorized Representative

Vice President
Title