

**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 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 Page 1 of 7 Ending Date June 12, 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>
Gordon Biersch Marzen	24/12 oz 4/6 LNNR	One	23.97	28.77
Gordon Biersch Blonde Bock	24/12 oz 4/6 LNNR	One	23.97	28.77
Gordon Biersch Seasonal	24/12 oz 4/6 LNNR	One	23.97	28.77

<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>
Margaritaville Spiked Lemonade	24/12 oz 4/6 LNNR	1 - 9	22.35	24.00
Margaritaville Spiked Tea	24/12 oz 4/6 LNNR	10 +	20.15	24.00

**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 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 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>
Kirin	24/12 oz 4/6 LNNR	One	20.25	22.55
Kirin Light	24/12 oz 4/6 LNNR	One	20.25	22.55

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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 May 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Ending Date June 26, 2011  
Notice No. 2011 31 Page 3 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>
Natural Light	24/12 oz Can	1 - 97	13.80	13.80
Natural Ice	24/12 oz Can	98 +	13.30	13.80
Busch	24/12 oz Can			
Busch Light	24/12 oz Can			

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1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date May 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 Page 4 of 7 Ending Date June 26, 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 LNNR	One	14.30	15.90
Bud Light Lime	18/12 oz Can	One	14.30	15.90

<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	1 - 9	21.20	21.20
Bud Light Lime	24/12 oz 2/12 Can	10 +	19.63	21.20
Bud Light Wheat	24/12 oz 2/12 LNNR			

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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 May 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 Page 5 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>
Budweiser	18/12 oz LNNR / Can	1 - 24	13.95	13.95
Bud Light	18/12 oz LNNR / Can	25 +	12.75	13.95
Bud Select	18/12 oz LNNR / Can			
Select 55	18/12 oz LNNR / Can			

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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 May 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 Page 6 of 7 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>
Pensacola Bay Sawgrass Wheat	8.06 Gal	One	87.00	87.00
Pensacola Bay Sawgrass Wheat	1/2 BBL	One	139.00	139.00
Widmer Octoberfest	1/2 BBL	One	136.00	136.00

**PRICES DO 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>
Becks Pilsner	15/24 oz	One	28.70	28.70
Widmer Octoberfest	24/12 oz 2/12 LNNR	One	25.55	25.55
Widmer Octoberfest	24/12 oz 4/6 LNNR	One	27.15	27.15

<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>
Widmer Octoberfest	1/6 BBL	One	55.00	55.00

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

Distributor THE LEWIS BEAR COMPANY Date May 19, 2011

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

City Pensacola, FL32505 Beginning Date May 30, 2011

Notice No. 2011 31 Page 7 of 7 Ending Date August 28, 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>
Kona Longboard Lager	24/12 oz LNNR	1 - 49	25.55	25.55
		50 +	22.10	25.55

**CAN BE COMBINED WITH REDHOOK, WIDMER, AND OTHER KONA 24/12 OZ LNNR PACKS  
FOR THE QUANTITY DISCOUNT**

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