

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 26, 2011

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

City Pensacola, FL 32505 Beginning Date June 6, 2011

Notice No. 2011 32 Page 1 of 4 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Landshark | 24/16 oz 6/4 Can | One | 23.95 | 29.35 |
| Becks Pilsner | 15/24 oz Can | One | 26.25 | 28.70 |

OFF – PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date May 26, 2011

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

City Pensacola, FL 32505 Beginning Date June 6, 2011

Notice No. 2011 32 Page 2 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> |
|---------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Southern Tier Big Red | 12/22 oz NR | One | 62.00 | 62.00 |
| Southern Tier Hoppe | 12/22 oz NR | One | 62.00 | 62.00 |
| Southern Tier Farmers Tan | 12/22 oz NR | One | 62.00 | 62.00 |
| Southern Tier Gemini | 12/22 oz NR | One | 77.00 | 77.00 |
| Southern Tier Pumking | 12/22 oz NR | One | 62.00 | 62.00 |
| Southern Tier Oat | 12/22 oz NR | One | 77.00 | 77.00 |
| Southern Tier Harvest | 24/12 oz 4/6 LNNNR | One | 28.00 | 28.00 |
| Southern Tier Oat | 1/6 BBL | One | 110.00 | 110.00 |
| Southern Tier Harvest | 1/6 BBL | One | 60.00 | 60.00 |

1/6 BBL PRICES DO NOT INCLUDE A \$50.00 DEPOSIT

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

Distributor THE LEWIS BEAR COMPANY Date May 26, 2011

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

City Pensacola, FL 32505 Beginning Date June 6, 2011

Notice No. 2011 32 Page 3 of 4 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Budweiser | 18/12 oz LNNR/Can | 1 - 24 | 13.95 | 13.95 |
| Bud Light | 18/12 oz LNNR/Can | 25 + | 13.20 | 13.95 |
| Bud Select | 18/12 oz LNNR/Can | | | |
| Select 55 | 18/12 oz LNNR/Can | | | |

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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

Distributor THE LEWIS BEAR COMPANY Date May 26, 2011

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

City Pensacola, FL 32505 Beginning Date June 6, 2011

Notice No. 2011 32 Page 4 of 4 Ending Date June 19, 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> |
|------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Woodchuck Variety Pack | 24/12 oz 2/12 LNNR | One | 23.00 | 29.22 |

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