

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date January 20, 2011

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

City Pensacola, FL 32505 Beginning Date January 31, 2011

Notice No. 2011 3 Page 1 of 5 Ending Date January 1, 2012

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 Ice	24/12 oz 4/6 LNNR	One	14.65	15.30
Bud Ice	24/12 oz 2/12 LNNR	One	13.42	14.85
Beck's Pilsner	24/12 oz NR	One	21.00	22.95
Stella Artois	24/22.4 oz NR	One	25.15	26.40

<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	15/24 oz Can	1 - 2	22.25	22.25
Bud Light	15/24 oz Can	3 +	20.60	22.25
Budweiser	15/24 oz NR			
Bud Light	15/24 oz NR			
Budweiser	15/24 oz 5/3 PK Can			
Bud Light	15/24 oz 5/3 PK Can			
Bud Light Lime	15/24 oz Can	3 +	20.60	22.25
Mich Ultra	15/24 oz Can	3 +	20.60	24.80

ALL 24 OZ PRODUCTS CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF - PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

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Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD _____
City Pensacola, FL 32505 Beginning Date January 31, 2011
Ending Date _____
Notice No. 2011 3 Page 2 of 5 Date February 27, 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 Can	1 - 4	18.50	18.50
Bud Light	24/12 oz 2/12 Can	5 +	17.80	18.50
Bud Select	24/12 oz 2/12 Can			
Select 55	24/12 oz 2/12 Can			
Budweiser	24/12 oz 2/12 LNNR			
Bud Light	24/12 oz 2/12 LNNR			
Bud Select	24/12 oz 2/12 LNNR			
Select 55	24/12 oz 2/12 LNNR			

ALL 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>
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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Distributor THE LEWIS BEAR COMPANY Date January 20, 2011

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

City Pensacola, FL 32505 Beginning Date January 31, 2011

Notice No. 2011 3 Page 3 of 5 Ending Date Until Further Notice

Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, Bay, Gulf, Calhoun, Franklin

PRICE INCREASE

<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>
Strongbow Cider	24/12 oz 4/6 LNNR	One	32.75	32.75

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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date January 20, 2011
Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD _____
City Pensacola, FL 32505 Beginning Date January 31, 2011
Ending Date _____
Notice No. 2011 3 Page 4 of 5 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 Fire Rock Ale	24/12 oz 4/6 LNNR	One	24.43	27.15
Kona Longboard Lager	24/12 oz 4/6 LNNR	One	24.43	27.15
Kona Pipeline Porter	24/12 oz 4/6 LNNR	One	24.43	27.15
Kona Wailua Wheat	24/12 oz 4/6 LNNR	One	24.43	27.15

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

City Pensacola, FL 32505 Beginning Date January 31, 2011

Notice No. 2011 3 Page 5 of 5 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>
Bud Light Lime	24/12 oz Can Cooler	1 - 4	22.20	22.20
		5 +	18.59	22.20

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