

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 June 30, 2011

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

City Pensacola, FL 32505 Beginning Date July 11, 2011

Notice No. 2011 41 Page 1 of 6 Ending Date July 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Budweiser | 24/12 oz 2/12 LNNR | 1 - 24 | 18.50 | 18.50 |
| Bud Light | 24/12 oz 2/12 LNNR | 25 + | 17.80 | 18.50 |
| Bud Select | 24/12 oz 2/12 LNNR | | | |
| Select 55 | 24/12 oz 2/12 LNNR | | | |
| Budweiser | 24/12 oz 2/12 Cans | | | |
| Bud Light | 24/12 oz 2/12 Cans | | | |
| Bud Select | 24/12 oz 2/12 Cans | | | |
| Select 55 | 24/12 oz 2/12 Cans | | | |

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF - PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

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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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Budweiser | 18/12 oz LNNR / Can | 1 - 4 | 13.95 | 13.95 |
| Bud Light | 18/12 oz LNNR / Can | 5 + | 13.20 | 13.95 |
| Bud Select | 18/12 oz LNNR / Can | | | |
| Select 55 | 18/12 oz LNNR / Can | | | |

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Notice No. 2011 41 Page 3 of 6 Ending Date July 31, 2011

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PRICE PROMOTION

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|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Michelob Light | 18/12 oz LNNR | 1 - 4 | 15.45 | 15.45 |
| Michelob Ultra | 18/12 oz LNNR | 5 + | 13.20 | 15.45 |
| Michelob Light | 18/12 oz Can | | | |
| Michelob Ultra | 18/12 oz Can | | | |

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Notice No. 2011 41 Page 4 of 6

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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> |
|-------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Michelob | 24/12 oz 2/12 LNNR | 1 - 9 | 20.50 | 20.50 |
| Mich Light | 24/12 oz 2/12 LNNR | 10 + | 18.90 | 20.50 |
| Mich Ultra | 24/12 oz 2/12 LNNR | | | |
| Mich Ultra Amber | 24/12 oz 2/12 LNNR | | | |
| Mich Amberbock | 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 + | 20.40 | 22.00 |
| Mich Ultra Variety Pack | 24/12 oz 2/12 LNNR | 10 + | 18.75 | 20.50 |
| Mich Ultra Variety Pack | 12/12 oz LNNR | 10 + | 9.45 | 10.33 |

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

City Pensacola, FL 32505 Beginning Date July 11, 2011

Notice No. 2011 41 Page 5 of 6 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Widmer Brrr | 24/12 oz 4/6 LNNR | One | 27.15 | 27.15 |
| Widmer Brrr | 1/6 BBL | One | 55.00 | 55.00 |
| Widmer Brrr | 1/2 BBL | One | 136.00 | 136.00 |

DRAFT 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Hoegaarden | 6/25.36 oz NR | One | 18.85 | 18.85 |
| Lefte Blonde | 6/25.36 oz NR | One | 18.85 | 18.85 |
| Lefte Brown | 24/11.2 oz 4/6 LNNR | One | 28.75 | 28.75 |
| Lefte Brown | 7.93 Gallon | One | 78.00 | 78.00 |

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Notice No. 2011 41 Page 6 of 6 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Widmer Brrr | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |

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