

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 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 Beginning Date July 11, 2011

Ending Date July 31, 2011
Notice No. 2011 - 41 Page 1 of 6

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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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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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 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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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 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 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

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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>
Widmer Brrr	24/12 oz 4/6 LNNR	One	24.43	27.15

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