

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 July 21, 2011

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

City Pensacola, FL 32505 Beginning Date August 1, 2011

Notice No. 2011 44 Page 1 of 10 Ending Date Until Further Notice

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

NEW PRODUCT

<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 Drifter Pale Ale	24/12 oz LNNR	One	25.55	25.55
Widmer Oktoberfest	24/12 oz LNNR	One	25.55	25.55
Widmer Lemongrass	12/22 oz NR	One	83.95	83.95
Widmer Lemongrass	1/6 BBL	One	99.00	99.00

DRAFT PRICE DOES 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>
Four POCO Loko Green Apple	24/16 oz Can	One	25.50	25.50
Four POCO Loko Mango	24/16 oz Can	One	25.50	25.50
Four POCO Loko Black Cherry	24/16 oz Can	One	25.50	25.50
Four POCO Loko Lemonade	24/16 oz Can	One	25.50	25.50

<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>
Krombacher Pils	24/11.2 oz 4/6 LNNR	One	24.90	24.90
Krombacher Dark	24/11.2 oz 4/6 LNNR	One	24.90	24.90
Krombacher Weizen	24/11.2 oz 4/6 LNNR	One	24.90	24.90

Edward Koontz
Authorized Representative

Vice President
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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	1 - 24	13.95	13.95
Bud Light	18/12 oz LNNR	25 +	13.20	13.95
Bud Select	18/12 oz LNNR			
Select 55	18/12 oz LNNR			
Budweiser	18/12 oz Can			
Bud Light	18/12 oz Can			
Bud Select	18/12 oz Can			
Select 55	18/12 oz Can			

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF - PREMISE ACCOUNTS ONLY

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Authorized Representative

Vice President
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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>
Bud Light Lime	18/12 oz LNNR	One	14.30	15.90
Bud Light Lime	18/12 oz Can	One	14.30	15.90

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<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 - 4	18.50	18.50
Bud Light	24/12 oz 2/12 LNNR	5 +	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			

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<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 Octoberfest	24/12 oz 4/6 LNNR	1 - 71	25.60	25.60
		72 +	20.95	25.60

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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	24/16 oz 6/4 Can	1 - 4	21.15	21.15
Bud Light	24/16 oz 6/4 Can	5 +	19.00	21.15

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<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>
Rolling Rock	24/16 oz 6/4 Can	One	19.00	21.15

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

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Busch	24/12 oz Can	1 - 97	13.80	13.80
Busch Light	24/12 oz Can	98 +	13.30	13.80
Natural Light	24/12 oz Can			
Natural Ice	24/12 oz Can			

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<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
Mich Ultra	18/12 oz LNNR	5 +	13.70	15.45
Mich Light	18/12 oz Can			
Mich Ultra	18/12 oz Can			

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Michelob	24/12 oz 2/12 LNNR	1 – 9	20.50	20.50
Mich Light	24/12 oz 2/12 LNNR	10 +	17.80	20.50
Mich Ultra	24/12 oz 2/12 LNNR			
Mich Ultra Amber	24/12 oz 2/12 LNNR			
Mich Amber Bock	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+	19.30	22.00
Mich Ultra Variety Pack	24/12 oz 2/12 LNNR	10 +	17.65	20.50
Mich Ultra Variety Pack	12/12 LNNR	10 +	8.90	10.33

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Kirin Ichiban	24/12 oz 4/6 LNNR	One	20.25	22.55

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