

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 August 18, 2011

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 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

PRICE CHANGE

| <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> |
|-----------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Gordon Biersch Blonde Bock | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Festbier | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Winterhook | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Marzen | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Sommerbrau | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Variety Pack | 24/12 oz 2/12 LNNR | One | 27.78 | 27.78 |
| Gordon Biersch Maibock | 24/12 oz 4/6 LNNR | One | 29.37 | 29.37 |
| Gordon Biersch Sommerbrau | 1/2 BBL | One | 127.78 | 127.78 |
| Gordon Biersch Marzen | 1/2 BBL | One | 127.78 | 127.78 |
| Gordon Biersch Maibock | 1/2 BBL | One | 127.78 | 127.78 |
| Gordon Biersch Marzen | 1/6 BBL | One | 56.50 | 56.50 |
| Gordon Biersch Winterhook | 1/6 BBL | One | 56.50 | 56.50 |
| Gordon Biersch Summerbrau | 1/6 BBL | One | 56.50 | 56.50 |
| Gordon Biersch Festbier | 1/6 BBL | One | 56.50 | 56.50 |
| Gordon Biersch Pilsner | 1/6 BBL | One | 56.50 | 56.50 |

DRAFT PRICES DO NOT INCLUDE A \$50.00 DEPOSIT

Edward Koontz
Authorized Representative

Vice President
Title

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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date August 18, 2011

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 2 of 10 Ending Date October 30, 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> |
|----------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Redhook ESB | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Copperhook Ale | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Late Harvest | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Longhammer IPA | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Mudslinger Ale | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Pilsner | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Rope Swing Pilsner | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Winterhook | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |
| Redhook Wit | 24/12 oz 4/6 LNNR | One | 23.35 | 27.15 |

OFF – PREMISE ACCOUNTS ONLY

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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> |
|-------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Kona Fire Rock Pale 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 |
| Widmer Hefeweizen | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |
| Widmer Drifter Pale Ale | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |
| Widmer Drop Top Amber | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |
| Widmer Oktoberfest | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |
| Widmer Rotator IPA | 24/12 oz 4/6 LNNR | One | 24.43 | 27.15 |
| Kona Longboard Lager | 24/12 oz 2/12 LNNR | One | 22.40 | 25.55 |

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 4 of 10 Ending Date October 2, 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> |
|--------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Alexander Keith Lager | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Alexander Keith Pale Ale | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Alexander Keith Brown | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |

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City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 5 of 10 Ending Date October 2, 2011

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

PRICE PROMOTION

| BRAND NAME | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|-----------------|--------------------|---------------|-----------------------|--------------------------|
| Bud Light Lime | 24/12 oz 2/12 Can | One | 19.63 | 21.20 |
| Bud Light Lime | 24/12 oz 2/12 LNNR | One | 19.63 | 21.20 |
| Bud Light Wheat | 24/12 oz 2/12 LNNR | One | 19.63 | 21.20 |

| BRAND NAME | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|---------------------|-------------------|---------------|-----------------------|--------------------------|
| Shock Top | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Shock Top Raspberry | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |
| Shock Top Pumpkin | 24/12 oz 4/6 LNNR | One | 21.85 | 24.30 |

| BRAND NAME | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|------------|------------------|---------------|-----------------------|--------------------------|
| Budweiser | 24/8 oz Can | One | 11.35 | 12.65 |
| Bud Light | 24/8 oz Can | One | 11.35 | 12.65 |

| BRAND NAME | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|------------|------------------|---------------|-----------------------|--------------------------|
| Budweiser | 24/8 oz 2/12 Can | One | 11.50 | 12.65 |
| Bud Light | 24/8 oz 2/12 Can | One | 11.50 | 12.65 |

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**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
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Distributor THE LEWIS BEAR COMPANY Date August 18, 2011

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 6 of 10 Ending Date October 2, 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 Can | 1 - 9 | 18.60 | 18.60 |
| Bud Light | 24/12 oz Can | 10 - 59 | 17.35 | 18.60 |
| Bud Select | 24/12 oz Can | 60 + | 16.55 | 18.60 |
| Select 55 | 24/12 oz Can | | | |
| Budweiser | 24/12 oz LNNR | | | |
| Bud Light | 24/12 oz LNNR | | | |
| Bud Select | 24/12 oz LNNR | | | |
| Select 55 | 24/12 oz LNNR | | | |

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
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Distributor THE LEWIS BEAR COMPANY Date August 18, 2011

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 7 of 10 Ending Date September 11, 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 | 1 - 4 | 13.95 | 13.95 |
| Bud Light | 18/12 oz LNNR | 5 - 24 | 13.20 | 13.95 |
| Bud Select | 18/12 oz LNNR | 25 + | 12.75 | 13.95 |
| 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 | | | |

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**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
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Location Address 6120 Enterprise Drive License No. JDBW 27 - 00351 KLD _____

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 8 of 10 Ending Date October 2, 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 | 18/12 oz LNNR | 1 - 4 | 15.90 | 15.90 |
| Bud Light Lime | 18/12 oz Can | 5 + | 14.30 | 15.90 |

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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Busch | 24/12 oz S/C Can | 1 - 4 | 13.80 | 13.80 |
| Busch Light | 24/12 oz S/C Can | 5 + | 13.30 | 13.80 |
| Natural Light | 24/12 oz S/C Can | | | |
| Natural Ice | 24/12 oz S/C Can | | | |

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Notice No. 2011 52 Page 9 of 10 Ending Date October 2, 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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Rolling Rock | 1/2 BBL | One | 84.00 | 84.00 |
| | | 2 + | 58.00 | 84.00 |

PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

CAN BE COMBINED WITH OTHER A-B BRANDS FOR THE QUANTITY DISCOUNT

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Distributor THE LEWIS BEAR COMPANY Date August 18, 2011

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

City Pensacola, FL 32505 Beginning Date August 29, 2011

Notice No. 2011 52 Page 10 of 10 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> |
|------------------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Redhook Brewers Variety Pack | 24/12 oz LNNR | 1 - 49 | 27.15 | 27.15 |
| Redhook ESB | 24/12 oz LNNR | 50 + | 23.70 | 27.15 |
| Redhook Winterhook | 24/12 oz LNNR | | | |

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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| Busch | 18/16 oz Can | 1 - 9 | 13.20 | 13.20 |
| Busch Light | 18/16 oz Can | 10 + | 12.75 | 13.20 |

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