

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 27, 2011

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

City Pensacola, FL 32505 Beginning Date February 7, 2011

Notice No. 2011 5 Page 1 of 9 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>
Four Loko Watermelon	24/11.2 oz 4/6 NR	One	26.20	26.20
Four Loko Fruit Punch	24/11.2 oz 4/6 NR	One	26.20	26.20
Four Loko Lemonade	24/11.2 oz 4/6 NR	One	26.20	26.20
Four Loko Variety Pack	24/11.2 oz 2/12 NR	One	25.40	25.40
Seagrams Sangria	24/11.2 oz 6/4 LNNR	One	23.94	23.94
Seagrams Mango	24/11.2 oz 6/4 LNNR	One	23.94	23.94

<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>
Shock Top Raspberry	1/2 BBL	One	98.00	98.00

DRAFT PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

Edward Koontz
Authorized Representative

Vice President
Title

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Notice No. 2011 5 Page 2 of 9 Ending Date February 27, 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>
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 Amber Bock	24/12 oz 2/12 LNNR			
Mich Ultra Amber	24/12 oz 2/12 LNNR			
Mich Light	24/12 oz 2/12 Can			
Mich Ultra	24/12 oz 2/12 Can			
Mich Ultra Lime	24/12 oz 2/12 Can			
Mich Ultra Sampler	24/12 oz 2/12 LNNR			
Mich Fall Sampler	24/12 oz 2/12 LNNR	1 – 9	22.00	22.00
		10 +	20.40	22.00

ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF – PREMISE ACCOUNTS ONLY

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

City Pensacola, FL 32505 Beginning Date February 7, 2011

Notice No. 2011 5 Page 3 of 9 Ending Date February 13, 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>
Natural Light	24/12 oz Suitcase Can	1 - 97	13.80	13.80
Natural Ice	24/12 oz Suitcase Can	98 +	13.30	13.80

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

City Pensacola, FL 32505 Beginning Date February 7, 2011

Notice No. 2011 5 Page 4 of 9 Ending Date April 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>
Rolling Rock	24/16 oz 4/6 Can	One	19.00	21.15

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

City Pensacola, FL 32505 Beginning Date February 7, 2011

Notice No. 2011 5 Page 5 of 9 Ending Date March 20, 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>
Starr Hill Amber	24/12 oz 4/6 LNNR	1 - 2	28.76	28.76
Starr Hill Jomo	24/12 oz 4/6 LNNR	3 +	25.89	28.76
Starr Hill The Love	24/12 oz 4/6 LNNR			
Starr Hill Pale Ale	24/12 oz 4/6 LNNR			
Starr Hill Northern Lights	24/12 oz 4/6 LNNR			

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Notice No. 2011 5 Page 6 of 9 Ending Date February 27, 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	24/12 oz 2/12 LNNR	1 – 9	21.20	21.20
Bud Light Lime	24/12 oz 2/12 Can	10 +	19.63	21.20
Bud Light Wheat	24/12 oz 2/12 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>
Mich Amber Bock	18/12 oz LNNR	1 – 4	15.45	15.45
Mich Light	18/12 oz LNNR	5 +	13.20	15.45
Mich Ultra	18/12 oz LNNR			
Mich Light	18/12 oz Can			
Mich Ultra	18/12 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>
Busch	24/12 oz Cans	1 - 97	13.80	13.80
Busch Light	24/12 oz Cans	98 +	13.30	13.80

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

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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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