

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 September 22, 2011

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

City Pensacola, FL 32505 Beginning Date October 3, 2011

Notice No. 2011 62 Page 1 of 23 Ending Date Until Further Notice

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 Sampler 2011	24/12 oz Can Cooler	1 – 47	19.95	19.95
		48 +	18.10	19.95
Bud Light Sampler Can	24/12 oz Can	1 – 47	19.95	19.95
		48 +	17.90	19.95
Four Loko Variety Pack	24/11.2 oz 2/12 LNNR	1 – 9	25.40	25.40
		10+	16.10	25.40
Bud Ice	15/18 oz LNNR	1 – 2	15.65	15.65
		3 +	11.65	15.65

OFF – PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

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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	One	18.50	19.20
Bud Light	24/12 oz 2/12 LNNR	One	18.50	19.20
Bud Select	24/12 oz 2/12 LNNR	One	18.50	19.20
Select 55	24/12 oz 2/12 LNNR	One	18.50	19.20
Budweiser	24/12 oz 2/12 Can	One	18.50	19.20
Bud Light	24/12 oz 2/12 Can	One	18.50	19.20
Select 55	24/12 oz 2/12 Can	One	18.50	19.20

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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	24/12 oz 2/12 LNNR	One	18.50	19.20
Rock Light	24/12 oz 2/12 LNNR	One	18.50	19.20
Rolling Rock	24/12 oz 2/12 Can	One	18.50	19.20
Rock Light	24/12 oz 2/12 Can	One	18.50	19.20
Bud American Ale	24/12 oz 2/12 LNNR	One	18.50	19.20

<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 Cooler	1 – 47	19.95	19.95
Bud Light	24/12 oz Can Cooler	48 +	18.10	19.95

<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	89.00	89.00
		2 +	63.00	89.00

**PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT
CAN BE COMBINED WITH OTHER AB 1/2 BBLs FOR THE QUANTITY DISCOUNT**

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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	24/8 oz Can	One	11.75	13.05
Bud Light	24/8 oz Can	One	11.75	13.05

<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	24/8 oz 2/12 Can	One	11.90	13.05
Bud Light	24/8 oz 2/12 Can	One	11.90	13.05

<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	24/8 oz 4/6 Can	One	11.90	13.05

<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>
Tilt Red	24/12 oz 4/6 LNNR	One	23.40	26.20
Tilt Blue Raz	24/12 oz 4/6 LNNR	One	23.40	26.20
Tilt G	24/12 oz 4/6 LNNR	One	23.40	26.20

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Bacardi Sampler 2011	12/12 LNNR	One	10.65	13.18
Bacardi Sampler 2011	24/12 oz 2/12 LNNR	One	21.30	26.35
Bacardi Mojito Sampler	24/12 oz 2/12 LNNR	One	21.30	26.35
Bass Pale Ale N	24/12 oz 2/12 LNNR	1 – 69	23.45	26.30
		70 +	22.85	26.30

<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 Pilsner	12/22.4 oz NR	One	21.00	22.95
Becks Pilsner	12/24 oz NR	One	21.00	22.95
Becks Pilsner	24/16 oz 6/4 Can	One	21.50	24.20

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Budweiser	15/24 oz Can / NR	1 – 2	23.30	23.30
Bud Light	15/24 oz Can / NR	3 +	21.65	23.30
Budweiser	15/24 oz 5/3 Can			
Bud Light	15/24 oz 5/3 Can			
Bud Light Lime	15/24 oz Can	1 – 2	23.30	23.30
		3 +	21.65	23.30
Mich Ultra	15/24 oz Can	1 – 2	25.85	25.85
		3 +	21.65	25.85
Becks Pilsner N	15/24 oz Can	1 – 2	28.70	28.70
		3 +	26.25	28.70

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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	14.40	14.40
Budweiser	18/12 oz LNNR	25 +	13.65	14.40
Bud Light	18/12 oz Can			
Bud Light	18/12 oz LNNR			
Bud Select	18/12 oz Can			
Bud Select	18/12 oz LNNR			
Select 55	18/12 oz Can			

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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>
Grolsch	24/12 oz 4/6 LNNR	One	27.15	27.15
Grolsch	24/12 oz 2/12 LNNR	One	27.15	27.15
Grolsch Light	24/12 oz 4/6 LNNR	One	27.15	27.15
Grolsch Light	24/12 oz 2/12 LNNR	One	27.15	27.15

<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	24/8 oz Can	One	13.05	13.05
Bud Light	24/8 oz Can	One	13.05	13.05
Budweiser	24/8 oz 2/12 Can	One	13.05	13.05
Bud Light	24/8 oz 2/12 Can	One	13.05	13.05

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Budweiser	24/12 oz S/C Can	1 – 9	19.20	19.20
Bud Light	24/12 oz S/C Can	10 – 34	18.15	19.20
Bud Select	24/12 oz S/C Can	35 – 59	17.35	19.20
Select 55	24/12 oz S/C Can	60 +	16.95	19.20
Budweiser	24/12 oz PREPRNT LNNR			
Bud Light	24/12 oz PREPRNT LNNR			
Bud Select	24/12 oz PREPRNT LNNR			
Select 55	24/12 oz PREPRNT LNNR			

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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>
Kirin	24/12 oz 4/6 LNNR	One	20.25	22.55
Kirin Light	24/12 oz 4/6 LNNR	One	20.25	22.55

<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	21.65	21.65
Bud Light Wheat	24/12 oz 2/12 LNNR	10 +	20.15	21.65
Bud Light Lime	24/12 oz 2/12 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>
Budweiser	24/16 oz 6/4 Can	1 - 4	22.05	22.05
Bud Light	24/16 oz 6/4 Can	5 +	21.05	22.05

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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 4/6 Can	One	21.05	22.05
Rock Light	24/16 oz 4/6 Can	One	21.05	22.05

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BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Budweiser	15/16 oz ALNR	1 – 2	18.95	18.95
Bud Light	15/16 oz ALNR	3 +	17.50	18.95

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Bud Light Lime	24/12 oz PREPRNT LNNR	1 – 55	21.65	21.65
		56 +	19.49	21.65

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Bud Light Wheat	24/12 oz PREPRNT LNNR	1 – 55	21.65	21.65
		56 +	19.49	21.65

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Hurricane High Gravity	24/16 oz 6/4 Can	One	15.85	15.85
		2 +	13.95	15.85

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
King Cobra	12/32 oz Quart NR	One	14.60	15.60

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Busch	24/12 oz S/C Can	1 - 97	14.50	14.50
Busch Light	24/12 oz S/C Can	98 +	14.00	14.50
Natural Light	24/12 oz S/C Can	1 - 97	14.50	14.50
Natural Ice	24/12 oz S/C Can	98 +	14.00	14.50

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Busch	24/12 oz 2/12 LNNR	One	14.15	14.50
Busch Light	24/12 oz 2/12 LNNR	One	14.15	14.50
Busch	24/12 oz 2/12 Can	One	14.15	14.50
Busch Light	24/12 oz 2/12 Can	One	14.15	14.50

<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>
Natural Light	24/12 oz 2/12 LNNR	One	14.15	14.50
Natural Ice	24/12 oz 2/12 LNNR	One	14.15	14.50
Natural Light	24/12 oz 2/12 Can	One	14.15	14.50
Natural Ice	24/12 oz 2/12 Can	One	14.15	14.50

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Busch	18/12 oz Cans	1 – 4	10.95	10.95
Busch Light	18/12 oz Cans	5 +	10.45	10.95
Busch	18/12 oz LNNR			
Busch Light	18/12 oz LNNR			
Natural Light	18/12 oz Cans			
Natural Ice	18/12 oz Cans			
Natural Light	18/12 oz LNNR			
Natural Ice	18/12 oz LNNR			

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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>
Shock Top	24/12 oz 2/12 Can	One	22.65	24.30

<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	14.70	15.90
Bud Light Lime	18/12 oz Can	One	14.70	15.90

<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 Ice	18/12 oz Can	One	10.45	10.95
Bud Ice	24/12 oz 2/12 LNNR	One	14.15	14.85
Bud Ice	24/12 oz 4/6 LNNR	One	15.25	15.90

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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 September 22, 2011

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

City Pensacola, FL 32505 Beginning Date October 3, 2011

Notice No. 2011 62 Page 17 of 23 Ending Date Until Further Notice

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>
Bacardi Lemonade	24/12 oz 4/6 LNNR	One	23.25	26.35
Bacardi Sangria	24/12 oz 4/6 LNNR	One	23.25	26.35
Bacardi Mojito	24/12 oz 4/6 LNNR	One	23.25	26.35
Bacardi Raz	24/12 oz 4/6 LNNR	One	23.25	26.35
Bacardi Strawberry	24/12 oz 4/6 LNNR	One	23.25	26.35

OFF - PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
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1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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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>
Busch	24/16 oz 6/4 Can	One	16.70	17.60
Busch Light	24/16 oz 6/4 Can	One	16.70	17.60

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>
Natural Light	15/22 oz NRWM	1 – 2	17.85	17.85
Natural Ice	15/22 oz NRWM	3 +	15.85	17.85

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>
Natural Light	24/16 oz 6/4 Can	1 – 4	16.40	16.40
Natural Ice	24/16 oz 6/4 Can	5 +	15.85	16.40

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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	21.20	21.20
Mich Light	24/12 oz 2/12 LNNR	10 +	19.60	21.20
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			
Michelob	24/12 oz 2/12 Can			
Mich Light	24/12 oz 2/12 Can			
Mich Ultra Lime Cactus	24/12 oz 2/12 Can			
Mich Ultra	24/12 oz 2/12 Can			
Mich Ultra Amber	24/12 oz 2/12 Can			
Mich Ultra Fruit Sampler	24/12 oz 2/12 LNNR	10 +	19.60	21.20

<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 Ultra Variety	12/12 LNNR	10 +	9.80	10.60
Mich Fall Sampler 2011	24/12 oz 2/12 LNNR	10 +	20.40	22.00

ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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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 Ultra	18/12 oz Can	1 - 4	15.90	15.90
Mich Ultra	18/12 oz LNNR	5 +	14.15	15.90
Mich Light	18/12 oz LNNR			
Mich Amberbock	18/12 oz LNNR			
Mich Lime Cactus	18/12 oz Can			
Mich Light	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>
Budweiser	15/16 oz ALNR	1 – 2	18.95	18.95
Bud Light	15/16 oz ALNR	3 +	17.50	18.95

<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 ALNR	1 – 9	28.20	28.20
Bud Light	24/16 oz ALNR	10 +	26.96	28.20
Bud Select	24/16 oz ALNR			

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>
Landshark	24/16 oz 6/4 Can	1 – 2	29.35	29.35
		3 +	23.95	29.35

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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	24/12 oz S/C Can	1 – 24	19.20	19.20
Bud Light	24/12 oz S/C Can	25 – 191	18.15	19.20
Bud Select	24/12 oz S/C Can	192 +	17.80	19.20
Select 55	24/12 oz S/C Can			
Budweiser	24/12 oz LNNR			
Bud Light	24/12 oz LNNR			
Bud Select	24/12 oz LNNR			
Select 55	24/12 oz LNNR			

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Rolling Rock	24/12 oz 2/12 LNNR	1 - 2	19.20	19.20
Rock Light	24/12 oz 2/12 LNNR	3 +	17.20	19.20

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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 Ice	15/18 oz LNNR	1 - 2	15.65	15.65
		3 +	11.65	15.65

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