

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 October 20, 2011

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

City Pensacola, FL 32505 Beginning Date October 31, 2011

Notice No. 2011 69 Page 1 of 12 Ending Date January 1, 2012

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>
McGuire's Irish Red	24/12 oz 4/6 LNNR	One	25.76	30.76

Edward Koontz
Authorized Representative

Vice President
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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>
Natty Daddy	24/8 oz 4/6 Can	One	10.90	10.90
Mich Ultra	24/8 oz 2/12 Can	One	12.00	12.00
Kona Koko Brown	1/6 BBL	One	65.00	65.00
Kona Koko Brown	1/2 BBL	One	150.00	150.00

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>
Kona Koko Brown	24/12 oz 4/6 LNNR	One	28.76	28.76
Mich Ultra	24/12 oz LNNR	One	21.20	21.20

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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>
Redhook Copperhook	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook ESB	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Harvest	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook IPA	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Mudsling	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Pilsner	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Rope Ale	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Winterhook	24/12 oz 4/6 LNNR	One	25.55	25.55
Redhook Wit	24/12 oz 4/6 LNNR	One	25.55	25.55

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Kona Fire Ale	24/12 oz 4/6 LNNR	One	28.76	28.76
Kona Longboard Lager	24/12 oz 4/6 LNNR	One	28.76	28.76
Kona Porter	24/12 oz 4/6 LNNR	One	28.76	28.76
Kona Wailua Wheat	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Hefeweizen	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Citra Blonde	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Drifter Ale	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Drop Top	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Octoberfest	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Brrr	24/12 oz 4/6 LNNR	One	28.76	28.76
Widmer Rotator IPA	24/12 oz 4/6 LNNR	One	28.76	28.76

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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 – 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 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

<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	24/8 oz 2/12 Can	One	10.85	12.00
Mich Ultra	24/12 oz LNNR	1 – 55	21.20	21.20
Mich Ultra	24/12 oz Can	56 +	18.50	21.20

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Budweiser	18/12 oz Can	1 - 4	14.40	14.40
Budweiser	18/12 oz LNNR	5 +	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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<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	19.20	19.20
Bud Light	24/12 oz 2/12 LNNR	25 +	18.50	19.20
Bud Select	24/12 oz 2/12 LNNR			
Select 55	24/12 oz 2/12 LNNR			
Budweiser	24/12 oz 2/12 Can			
Bud Light	24/12 oz 2/12 Can			
Select 55	24/12 oz 2/12 Can			

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Kona Fire Rock Ale	24/12 oz 4/6 LNNR	One	25.56	28.76
Kona Longboard Lager	24/12 oz 4/6 LNNR	One	25.56	28.76
Kona Pipeline Porter	24/12 oz 4/6 LNNR	One	25.56	28.76
Kona Wailua Wheat	24/12 oz 4/6 LNNR	One	25.56	28.76
Kona Koko Brown	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Brrr	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Citra Blonde	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Drifter Pale Ale	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Drop Top	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Hefeweizen	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Oktoberfest	24/12 oz 4/6 LNNR	One	25.56	28.76
Widmer Rotator IPA	24/12 oz 4/6 LNNR	One	25.56	28.76

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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 LNNR	One	20.15	21.65
Bud Light Wheat	24/12 oz 2/12 LNNR	One	20.15	21.65
Bud Light Lime	24/12 oz 2/12 Can	One	20.15	21.65

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Michelob	24/12 oz 2/12 LNNR	1 – 9	21.20	21.20
Mich Light	24/12 oz 2/12 LNNR	10 +	18.50	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 +	18.50	21.20
Mich Ultra Variety	12/12 LNNR	10 +	9.80	10.60
Mich Fall Sampler 2011	24/12 oz 2/12 LNNR	10 +	19.30	22.00

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Busch	24/12 oz S/C Can	1 - 4	14.50	14.50
Busch Light	24/12 oz S/C Can	5 +	14.00	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 S/C Can	1 - 4	14.50	14.50
Natural Ice	24/12 oz S/C Can	5 +	14.00	14.50

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Redhook ESB	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Copperhook	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Late Harvest	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Longhammer	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Mudslinger	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Pilsner	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Rope Swing	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Winterhook	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Wit	24/12 oz 4/6 LNNR	One	23.00	25.55

<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>
Alexander Keith's Brown Ale	24/12 oz 4/6 LNNR	One	21.10	24.30
Alexander Keith's Lager	24/12 oz 4/6 LNNR	One	21.10	24.30
Alexander Keith's Pale Ale	24/12 oz 4/6 LNNR	One	21.10	24.30

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