

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 27, 2011

Location Address 6484 Dog Track Road License No. JDBW 77-00433 KLD _____

City Ebro, FL 32437-1142 Beginning Date November 7, 2011

Notice No. 2011 - 72 Page 1 of 3 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>
Budweiser	24/16 oz 6/4 Can	1 – 4	22.05	22.05
Bud Light	24/16 oz 6/4 Can	5 +	19.90	22.05

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>
Rolling Rock	24/16 oz 4/6 Can	One	19.90	22.05
Rock Light	24/16 oz 4/6 Can	One	19.90	22.05

<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	15/16 oz ALNR	1 – 2	18.95	18.95
Bud Light	15/16 oz ALNR	3 +	13.60	18.95

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>
Bud Ice	15/18 oz NR	1 – 2	14.60	14.60
		3 +	11.65	14.60

OFF – PREMISE ACCOUNTS ONLY

Edward Koontz
Authorized Representative

Vice President
Title

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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>
Seagrams Smooth Lemonade	12/24 oz Can	One	19.65	19.65
Seagrams Smooth Tea	12/24 oz Can	One	19.65	19.65
Mich Ultra	24/8 oz Can	One	12.00	12.00

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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>
Bud Ice	15/18 oz NR	One	14.60	14.60

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