

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 February 3, 2011

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

City Pensacola, FL 32505 Beginning Date February 14, 2011

Notice No. 2011 7 Page 1 of 6 Ending Date Until Further Notice

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

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>
Natural Ice	15/24 oz Can	One	17.85	17.85

Edward Koontz
Authorized Representative

Vice President
Title

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Distributor THE LEWIS BEAR COMPANY Date February 3, 2011

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

City Pensacola, FL 32505 Beginning Date February 14, 2011

Notice No. 2011 7 Page 2 of 6 Ending Date April 24, 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	30/12 oz Can	1 - 24	17.50	17.50
Natural Ice	30/12 oz Can	25 +	13.85	17.50

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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Distributor THE LEWIS BEAR COMPANY Date February 3, 2011

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

City Pensacola, FL 32505 Beginning Date February 14, 2011

Notice No. 2011 7 Page 3 of 6 Ending Date March 27, 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 - 24	13.30	13.80
Natural Ice	24/12 oz Suitcase Can	25 +	11.09	13.80

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**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
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Distributor THE LEWIS BEAR COMPANY Date February 3, 2011

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

City Pensacola, FL 32505 Beginning Date February 14, 2011

Notice No. 2011 7 Page 4 of 6 Ending Date April 24, 2011

Counties Where Price is in Effect: Bay

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	1/2 BBL	1 - 5	84.00	84.00
Bud Light		5 - 14	78.00	84.00
		15 +	67.00	84.00

PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT

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**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES
(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date February 3, 2011

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

City Pensacola, FL 32505 Beginning Date February 14, 2011

Notice No. 2011 7 Page 5 of 6 Ending Date April 24, 2011

Counties Where Price is in Effect: 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	15/24 oz Cans	1 – 4	22.25	22.25
Bud Light	15/24 oz Cans	5 +	16.00	22.25

<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	15/24 oz Cans	1 – 4	22.95	22.95
		5 +	16.00	22.95

<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>
Mich Ultra	15/24 oz Cans	1 – 4	24.80	24.80
		5 +	16.00	24.80

ON – 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 14, 2011

Notice No. 2011 7 Page 6 of 6 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>
Shock Top	24/12 oz 2/12 LNNR	One	22.65	24.30

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