

**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 8 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

**REPLACES 2011-7**

**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

**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 8 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

**REPLACES 2011-7  
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**

Edward Koontz  
 Authorized Representative

Vice President  
 Title

**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 8 Page 3 of 6 Ending Date February 27, 2011

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

**REPLACES 2011-7**

**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               | 13.80                        | 13.80                           |
| Natural Ice       | 24/12 oz Suitcase Can   | 25 +                 | 11.09                        | 13.80                           |

**CAN BE COMBINED FOR THE QUANTITY DISCOUNT**

Edward Koontz  
Authorized Representative

Vice President  
Title

**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 8 Page 4 of 6 Ending Date April 24, 2011

Counties Where Price is in Effect: Bay

**REPLACES 2011-7**

**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               | 80.00                        | 84.00                           |
|                   |                         | 15 +                 | 67.00                        | 84.00                           |

**PRICE DOES NOT INCLUDE A \$50.00 DEPOSIT**

**CAN BE COMBINED FOR THE QUANTITY DISCOUNT**

Edward Koontz  
Authorized Representative

Vice President  
Title

**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 8 Page 5 of 6 Ending Date April 24, 2011

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

**REPLACES 2011-7**

**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**

Edward Koontz  
Authorized Representative

Vice President  
Title

**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 8 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

**REPLACES 2011-7**

**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                           |

Edward Koontz  
Authorized Representative

Vice President  
Title