

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 February 9, 2012

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

City Ebro, FL 32437-1142 Beginning Date February 20, 2012

Notice No. 2012 - 15 Page 1 of 4 Ending Date Until Further Notice

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

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>
Redhook Longhammer IPA	24/12 oz 4/6 Can	One	25.55	25.55
Kona Longboard Lager	24/12 oz 4/6 Can	One	28.76	28.76
Seagrams Watermelon Splash	24/11.2 oz 6/4 NR	One	23.94	23.94
Tilt Lemon	24/12 oz 2/12 Can	One	21.45	21.45

Edward Koontz
Authorized Representative

Vice President
Title

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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	15/24 oz Can	1 - 2	23.30	23.30
Bud Light	15/24 oz Can	3 +	17.50	23.30
Bud Light Lime	15/24 oz Can			
Mich Ultra	15/24 oz Can	3 +	17.50	25.85

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

ON - PREMISE ACCOUNTS ONLY

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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>
Natural Light	24/12 oz S/C Can	1 – 24	14.50	14.50
Natural Ice	24/12 oz S/C Can	25 +	12.00	14.50

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>
Busch	24/12 oz S/C Can	1 – 24	14.50	14.50
Busch Light	24/12 oz S/C Can	25 +	14.00	14.50

CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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PRICE PROMOTION

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Budweiser	1/2 BBL	1 - 4	89.00	89.00
Bud Light	1/2 BBL	5 - 14	85.00	89.00
		15 +	72.00	89.00

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Bud Select	1/2 BBL	One	75.00	89.00
Busch	1/2 BBL	One	86.00	86.00
Busch Light	1/2 BBL	2 - 4	84.00	86.00
		5 +	74.00	86.00

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Michelob	1/2 BBL	1 - 4	93.00	93.00
Mich Light	1/2 BBL	5 +	89.00	93.00
Mich Ultra	1/2 BBL			
Mich Amberbock	1/2 BBL			
Natural Light	1/2 BBL	5 +	73.50	73.50

**ALL BRANDS CAN BE COMBINED FOR THE QUANTITY DISCOUNT
DRAFT PRICES DO NOT INCLUDE A \$50.00 DEPOSIT**

Edward Koontz
Authorized Representative

Vice President
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