

**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 10, 2012

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 1 of 8 Ending Date March 25, 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>
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			

**CAN BE COMBINED FOR THE QUANTITY DISCOUNT**

**OFF - PREMISE ACCOUNTS ONLY**

\_\_\_\_\_  
Edward Koontz  
Authorized Representative

\_\_\_\_\_  
Vice President  
Title

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1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 2 of 8 Ending Date March 25, 2012

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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			

**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 Light Platinum	24/12 oz 2/12 LNNR	One	20.15	21.65
Bud Light Lime	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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(MALT BEVERAGES)**

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 3 of 8 Ending Date April 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>
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 Variety Pack	24/12 oz 2/12 LNNR	10 +	20.40	22.00

<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 Variety	12/12 LNNR	10 +	9.80	10.60

**ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT  
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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date February 10, 2012

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 4 of 8 Ending Date May 27, 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>
Kona Fire Rock Ale	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
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
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 Dark Saison	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 Amber	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 Okto	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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1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date February 10, 2012

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 5 of 8 Ending Date May 27, 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>
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 IPA	24/12 oz 4/6 LNNR	One	23.00	25.55
Redhook Nut Brown	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 Pilsner	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

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

Distributor THE LEWIS BEAR COMPANY Date February 10, 2012

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 6 of 8 Ending Date December 30, 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>
Becks Pilsner N	15/22.4 oz NR	One	21.00	22.95
Becks Pilsner N	24/16 oz 6/4 Can	One	21.50	24.20

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 7 of 8 Ending Date April 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>
Becks Pilsner N	24/12 oz 2/12 LNNR	1 – 34	21.95	25.55
Becks Dark N	24/12 oz 2/12 LNNR	35 – 69	20.95	25.55
Becks Light N	24/12 oz 2/12 LNNR	70 +	20.45	25.55
Becks Oktoberfest N	24/12 oz 2/12 LNNR			
Becks Pilsner N	24/11.2 oz 2/12 Can			

**BECKS PILSNER N AND BASS PALE ALE N  
CAN BE COMBINED FOR THE 70 CASE 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>
Shock Top Lemon	24/12 oz 4/6 LNNR	49 +	23.55	24.30
Shock Top Lemon	24/12 oz 2/12 LNNR	1 – 48	22.65	24.30
Shock Top Lemon	24/12 oz 2/12 Can	49 +	21.90	24.30

**CAN BE COMBINED WITH OTHER SHOCK TOP BRANDS  
FOR THE QUANTITY DISCOUNT**

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

City Pensacola, FL 32505 Beginning Date February 27, 2012

Notice No. 2012 16 Page 8 of 8 Ending Date April 22, 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>
Bass Pale Ale N	24/12 oz 4/6 LNNR	One	24.30	27.15

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