

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 January 19, 2012

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 1 of 14 Ending Date December 31, 2012

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

PRICE PROMOTION

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Budweiser	15/24 oz 5/3 Can	One	20.60	23.30
Bud Light	15/24 oz 5/3 Can	One	20.60	23.30
Budweiser	15/24 oz NR / Can	One	20.60	23.30
Bud Light	15/24 oz NR / Can	One	20.60	23.30

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Bud Light Lime	15/24 oz Can	1 – 2	23.30	23.30
		3 +	21.65	23.30

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Mich Ultra	15/24 oz Can	1 – 2	25.85	25.85
		3 +	21.65	25.85

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Becks Pilsner N	15/24 oz Can	1 – 2	28.70	28.70
		3 +	26.25	28.70

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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(MALT BEVERAGES)**

Distributor THE LEWIS BEAR COMPANY Date January 19, 2012

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 2 of 14 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>
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

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<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>
Alexander Keith Brown	24/12 oz 4/6 LNNR	One	21.10	24.30
Alexander Keith Lager	24/12 oz 4/6 LNNR	One	21.10	24.30
Alexander Keith Pale Ale	24/12 oz 4/6 LNNR	One	21.10	24.30

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Distributor THE LEWIS BEAR COMPANY Date January 19, 2012

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Ending Date February 26, 2012
Notice No. 2012 - 8 Page 3 of 14

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

PRICE PROMOTION

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Budweiser	24/12 oz 2/12 LNNR	1 - 4	19.20	19.20
Bud Light	24/12 oz 2/12 LNNR	5 +	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

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
Kirin	24/12 oz 4/6 LNNR	One	20.25	22.55
Kirin Light	24/12 oz 4/6 LNNR	One	20.25	22.55

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Distributor THE LEWIS BEAR COMPANY Date January 19, 2012

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 4 of 14 Ending Date Until Further Notice

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

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>
Victory Brewing Hop Devil	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Prime Pils	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Lager	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Whirlwind Wit	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Festbier	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Golden Monkey	24/12 oz 4/6 LNNR	One	37.25	37.25
Victory Brewing Storm King	24/12 oz 4/6 LNNR	One	37.25	37.25
Victory Brewing Hop Wallop	24/12 oz 4/6 LNNR	One	37.25	37.25
Victory Brewing Moonglow	24/12 oz 4/6 LNNR	One	37.25	37.25
Victory Brewing St. Boisterous	24/12 oz 4/6 LNNR	One	37.25	37.25
Victory Brewing Sunrise	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Yakima Glory	24/12 oz 4/6 LNNR	One	37.25	37.25

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Notice No. 2012 - 8 Page 5 of 14 Ending Date Until Further Notice

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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>
Victory Brewing Headwaters Pale Ale	24/12 oz 4/6 LNNR	One	31.25	31.25
Victory Brewing Prime Pils	12/22 oz NR	One	33.25	33.25
Victory Brewing Hop Devil	1/2 BBL	One	135.00	135.00
Victory Brewing Prima Pils	1/2 BBL	One	135.00	135.00
Victory Brewing Lager	1/2 BBL	One	135.00	135.00
Victory Brewing Whirlwind	1/2 BBL	One	135.00	135.00
Victory Brewing Sunrise	1/2 BBL	One	135.00	135.00
Victory Brewing Festbier	1/2 BBL	One	135.00	135.00
Victory Brewing Golden Monkey	1/2 BBL	One	175.00	175.00
Victory Brewing Storm King	1/2 BBL	One	175.00	175.00

DRAFT PRICES DO NOT INCLUDE A \$50.00 DEPOSIT

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PRICE CHANGE

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Victory Brewing Hop Wallop	1/2 BBL	One	175.00	175.00
Victory Brewing Baltic Thunder	1/2 BBL	One	175.00	175.00
Victory Brewing Moonglow	1/2 BBL	One	175.00	175.00
Victory Brewing St. Boisterous	1/2 BBL	One	175.00	175.00
Victory Brewing Donnybrook	1/2 BBL	One	135.00	135.00
Victory Brewing Yakima Glory	1/2 BBL	One	175.00	175.00
Victory Brewing Headwaters Pale Ale	1/2 BBL	One	135.00	135.00

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Notice No. 2012 - 8 Page 7 of 14 Ending Date Until Further Notice

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PRICE INCREASE

<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>
Woodpecker Cider	24/12 oz 4/6 LNNR	One	32.75	32.75
Woodchuck Pumpkin Cider	24/12 oz 4/6 LNNR	One	35.60	35.60
Strongbow Cider	24/16.9 oz 6/4 Can	One	49.15	49.15
Strongbow Cider	1/2 BBL	One	156.00	156.00
Woodchuck Amber	1/6 BBL	One	60.00	60.00
Woodchuck Pear Cider	1/6 BBL	One	60.00	60.00
Woodchuck Granny Smith	1/6 BBL	One	60.00	60.00
Woodchuck Seasonal	1/6 BBL	One	60.00	60.00

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PRICE INCREASE

<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>
Southern Tier St. Matador Braun	12/22 oz NR	One	65.00	65.00
Southern Tier Krampus	12/22 oz NR	One	65.00	65.00
Southern Tier Choklat	12/22 oz NR	One	80.00	80.00
Southern Tier Crème Brulee	12/22 oz NR	One	80.00	80.00
Southern Tier Mokah	12/22 oz NR	One	80.00	80.00
Southern Tier Jah-Va	12/22 oz NR	One	80.00	80.00
Southern Tier Iniquity	12/22 oz NR	One	65.00	65.00
Southern Tier Farmer's Tan	12/22 oz NR	One	65.00	65.00
Southern Tier Hoppe	12/22 oz NR	One	65.00	65.00
Southern Tier Pumking	12/22 oz NR	One	65.00	65.00
Southern Tier Oat	12/22 oz NR	One	80.00	80.00
Southern Tier Gemini	12/22 oz NR	One	80.00	80.00

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PRICE INCREASE

<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>
Southern Tier Oak Aged Unearthly	12/22 oz NR	One	80.00	80.00
Southern Tier Backburner	12/22 oz NR	One	65.00	65.00
Southern Tier Unearthly Imp IPA	12/22 oz NR	One	65.00	65.00
Southern Tier Phin & Matt	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier IPA	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier 422 Pale Wheat Ale	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier Raspberry Wheat	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier Harvest ESB	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier Old Man Winter	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier Variety Pack	24/12 oz 4/6 LNNR	One	30.00	30.00
Southern Tier Hop Sun	24/12 oz 4/6 LNNR	One	30.00	30.00

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Notice No. 2012 - 8 Page 10 of 14 Ending Date Until Further Notice

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PRICE INCREASE

<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>
Southern Tier 2 X IPA	24/12 oz 4/6 LNNR	One	33.00	33.00
Southern Tier Variety Pack	24/12 oz 2/12 LNNR	One	30.00	30.00
Southern Tier IPA	1/6 BBL	One	68.00	68.00
Southern Tier Phinn & Matt's	1/6 BBL	One	68.00	68.00
Southern Tier Raspberry Wheat	1/6 BBL	One	68.00	68.00
Southern Tier 422 Pale Wheat Ale	1/6 BBL	One	68.00	68.00
Southern Tier Unearthly Imp IPA	1/6 BBL	One	102.00	102.00
Southern Tier Iniquity Imp Black Ale	1/6 BBL	One	102.00	102.00
Southern Tier Pumking	1/6 BBL	One	102.00	102.00
Southern Tier Backburner	1/6 BBL	One	102.00	102.00

DRAFT PRICES DO NOT INCLUDE A \$50.00 DEPOSIT

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City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 11 of 14 Ending Date Until Further Notice

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PRICE INCREASE

<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>
Southern Tier Farmer's Tan	1/6 BBL	One	102.00	102.00
Southern Tier Heavy Weizen	1/6 BBL	One	102.00	102.00
Southern Tier Oak Aged Unearthly	1/6 BBL	One	115.00	115.00
Southern Tier Jah-va	1/6 BBL	One	115.00	115.00
Southern Tier Crème Brulee	1/6 BBL	One	115.00	115.00
Southern Tier Harvest ESB	1/6 BBL	One	68.00	68.00
Southern Tier Oat	1/6 BBL	One	115.00	115.00
Southern Tier Old Man Winter	1/6 BBL	One	68.00	68.00
Southern Tier Chocklat	1/6 BBL	One	115.00	115.00
Southern Tier Matador Braun	1/6 BBL	One	102.00	102.00
Southern Tier Hop Sun	1/6 BBL	One	68.00	68.00

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City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 12 of 14 Ending Date Until Further Notice

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PRICE INCREASE

<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>
Southern Tier IPA	1/2 BBL	One	158.00	158.00
Southern Tier Phinn & Matt's	1/2 BBL	One	158.00	158.00
Southern Tier Pale Wheat Ale	1/2 BBL	One	158.00	158.00

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 13 of 14 Ending Date April 29, 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>
Natural Light	24/16 oz 6/4 Can	1 – 6	16.40	16.40
Natural Ice	24/16 oz 6/4 Can	7 +	14.10	16.40
Bud Ice	24/16 oz 4/6 Can			

<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	24/16 oz 6/4 Can	1 – 6	17.60	17.60
Busch Light	24/16 oz 6/4 Can	7 +	14.10	17.60

ALL NATURAL, BUSCH, AND BUD ICE 16 OZ CANS CAN BE COMBINED FOR THE QUANTITY DISCOUNT

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

City Ebro, FL 32437-1142 Beginning Date January 30, 2012

Notice No. 2012 - 8 Page 14 of 14 Ending Date July 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>
Budweiser	24/12 oz S/C Can	1 – 9	19.20	19.20
Bud Light	24/12 oz S/C Can	10 – 34	18.15	19.20
Bud Select	24/12 oz S/C Can	35 – 44	17.35	19.20
Select 55	24/12 oz S/C Can	45 +	16.95	19.20
Budweiser	24/12 oz PREPRNT LNNR			
Bud Light	24/12 oz PREPRNT LNNR			
Bud Select	24/12 oz PREPRNT LNNR			
Select 55	24/12 oz PREPRNT LNNR			

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