



**DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION**  
 DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO  
 1940 NORTH MONROE STREET • TALLAHASSEE, FL 32399-1022

DBPR Form AB&T  
 4000A-032E  
 Rev. 5/04

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

Distributor Peace River Distributing Date 9/18/08

Location Address 9400 Piper Road License No. JDBW \_\_\_\_\_ KLD 1800498

City Punta Gorda, FL 33982 Beginning Date 09/29/08

Notice No. 2008 - 73 Page 1 of 4 Ending Date 12/31/08

Counties Where Price is in Effect: Charlotte, Glades, Desoto, and Boca Grande (in Lee County)

<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>
SEE ATTACHED				

**4th Quarter Promotions**

**\*\*OFF-PREMISE ACCOUNTS ONLY\*\***

Gregg Tubbs  
 Authorized Representative

Director of Sales  
 Title

**2008 OFF-PREMISE PROMOTION SCHEDULE - 4TH QUARTER**

BUDWEISER FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-29	Dec-31	11215		Budweiser					
		12215		Bud Select	15/16 ALNR	3+	17.30	2.05	15.25
		53215		Bud Light	(MIX & MATCH)				
Sep-29	Dec-31	11235		Budweiser					
		12235		Bud Select	15/24 CAN	5+	21.25	1.65	19.60
		53235		Bud Light	(MIX & MATCH)				
Sep-29	Dec-31	11032	53032	Budweiser, Bud Light	12/32 QUART		20.45	1.30	19.15
		11040	53040	Budweiser, Bud Light	24/16 6/4 NR BTL	5+	20.70	0.60	20.10
		11035	53035	Budweiser, Bud Light	15/24 NR BTL		21.25	1.65	19.60
Nov-3	Nov-23	11218	11308	Budweiser					
		12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.50	0.83	12.67
		53218	53308	Bud Light					
Sep-29	Dec-31	11168	11349	Budweiser					
		12168	12029	Bud Select	24/12 CAN / LNNR (P/P)	10-191	17.80	1.25	16.55
		53168	53349	Bud Light	(MIX & MATCH)	120+	17.80	2.05	15.75
Apr-28	Dec-31	54349		Bud Light Lime	24/12 LNNR (P/P)	56+	20.75	2.16	18.59

CHELADA BUD FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	11435		Chelada Budweiser	15/24oz CAN	5+	28.50	2.10	26.40
		53435		Chelada Bud Light					

BUSCH FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-29	Dec-31	61218	61308	Busch	18/12 CAN / LNNR	5+	9.30	0.95	8.35
		86218	86308	Busch Light					



CZECHVAR									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-8	Oct-5	13502		Czechvar	24/11.2 2/12	5+	27.15	3.35	23.80
Nov-3	Dec-7	13502		Czechvar	24/11.2 2/12	5+	27.15	3.35	23.80

HARBIN & TIGER & KIRIN ICHIBAN & KIRIN LIGHT									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Oct-27	Nov-23	73136		Harbin Lager	24/11.2 4/6 LNNR	10+	25.25	5.00	20.25
		13201		Tiger Lager					
Oct-27	Nov-23	03891		Kirin Ichiban	24/12 4/6 LNNR	10+	22.55	2.30	20.25
		05891		Kirin Light	(MIX & MATCH)				

KING COBRA									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-29	Dec-31	51221		King Cobra	12/32 QUART	5+	14.55	1.25	13.30

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**2008 OFF-PREMISE PROMOTION SCHEDULE - 4TH QUARTER**

<b>KONA</b>									
 <b>FIRE ROCK</b> <i>Pale Ale</i>							 <b>LONGBOARD</b> <i>Island Lager</i>		
START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE	
		82036	Fire Rock	24/12 4/6 LNNR					
Mar-21	Dec-31	79036	Pipeline Porter	24/12 4/6 LNNR	7+	25.55	2.25	23.30	
		89036	Longboard	24/12 4/6 LNNR					

**LAND SHARK LAGER**


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE	
Sep-29	Oct-26	88037	Land Shark Lager	24/12 2/12 LNNR	10+	24.30	2.25	22.05	
Dec-8	Jan-4	88037	Land Shark Lager	24/12 2/12 LNNR	10+	24.30	2.25	22.05	

**MICHELOB FAMILY**


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		41389		Michelob					
		43389	43246	Michelob Light					
Sep-29	Dec-31	36389	96246	Michelob Ultra	24/12 2/12 LNNR / CAN	10+	20.15	1.60	18.55
		76273		Michelob Amberbock	(MIX & MATCH)				
		35389		Michelob Ultra Amber					
		41308		Michelob					
Sep-29	Dec-31	43308		Michelob Light	18/12 LNNR	10+	15.15	1.75	13.40
		36308		Michelob Ultra	(MIX & MATCH)				
		76308		Michelob Amberbock					
Jun-22	Dec-31	96389		Michelob Sampler	24/12 2/12 LNNR	10+	20.55	1.80	18.75

**MODELO FAMILY**


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	95266	96266	Coronita "Parrot Pack"	24/7 LNNR LOOSE	5+	19.60	2.65	16.95
Oct-6	Nov-9	97422		Modelo Especial	12/24oz CAN	3+	19.50	0.55	18.95
Dec-1	Jan-4	97422		Modelo Especial	12/24oz CAN	3+	19.50	0.55	18.95
Jan-1	Dec-31	97034	97246	Modelo Especial	24/12 4/6 & 2/12 CANS (M/M)	10+	21.25	1.70	19.55
		95360	95246	Corona Extra					
		96360	96346	Corona Light	24/12 2/12 LNNR	28-99	25.40	2.45	22.95
Sep-29	Jan-4	97360		Modelo Especial	(MIX & MATCH)	100-269	25.40	2.80	22.60
		98360		Negra Modelo		270+	25.40	3.00	22.40
		99360		Pacifico Clara					
Sep-29	Nov-2	95029		Corona Extra	24/12 LNNR LSE "CLUB PKG"	10+	25.40	1.60	23.80
Sep-29	Jan-4	95029		Corona Extra	24/12 LNNR LSE "CLUB PKG"	270+	25.40	3.00	22.40

**REDHOOK FAMILY**


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE	
		71671	Redhook ESB						
Apr-27	Jan-4	71673	Redhook IPA	24/12 4/6 LNNR	7+	25.55	2.25	23.30	
		71669	Redhook Copperhook						
		32803	Widmer Hefeweizen	(MIX & MATCH)					

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ROLLING ROCK FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		37360		Rolling Rock					
Sep-28	Jan-4	39360		Rock Green Light	24/12 2/12 LNNR	3+	20.15	1.60	18.55
		36060		Rock Light					

SEAGRAM FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		10800		Orange Pineapple					
		10801		Wild Berries					
		10802		Strawberry Daiquiri					
		10803		Strawberry Margarita					
Aug-25	Dec-31	10804		Peach Fuzzy Navel		3+	21.54	0.96	20.58
		10805		Calypso Colada	24/12 6/4 LNNR	9+	21.54	2.39	19.15
		10806		Tahitian Sunset		200+	21.54	3.04	18.50
		10808		Jamaican Me Happy					
		10810		Passionate Kiss					
		10811		Classic Lime Margarita					

UNITED STATES BEVERAGE									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		20036		Black Dog Ale	24/12 4/6 LNNR				
Aug-15	Jan-4	21036		Honey Raspberry Ale	24/12 4/6 LNNR	9+	28.78	6.40	22.38
		22036		Crystal Weiss	24/12 4/6 LNNR				
Aug-15	Jan-4	13200		Barons Black Wattle Superior	24/11.2 4/6 LNNR	6+	31.98	6.40	25.58
		13900		Barons Lemon Myrtle	24/11.2 4/6 LNNR				
Aug-15	Jan-4	23360		Tona	24/12 2/12 LNNR	10+	22.38	4.80	17.58
Aug-15	Jan-4	14200		Estrella Damm	24/11.2 4/6 LNNR	6+	28.78	4.80	23.98
		05003		La Goudale	6/750 BTL				
Aug-15	Jan-4	05004		Amadeus	6/750 BTL	6+	49.45	9.00	40.45
		05005		La Divine	6/750 BTL				

WARSTEINER									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		13602		Premium Verum Pilsner	24/11.2 2/12 LNNR	25+	23.75	4.40	19.35
Jul-13	Nov-2	13702		Premium Dunkel	24/11.2 2/12 LNNR	60+	23.75	5.00	18.75
		14002		HiLight	24/11.2 2/12 LNNR	135+	23.75	5.30	18.45
		13602		Premium Verum Pilsner	24/11.2 2/12 LNNR	25+	27.15	4.40	22.75
Nov-3	Jan-5	13702		Premium Dunkel	24/11.2 2/12 LNNR	60+	27.15	5.00	22.15
		14002		HiLight	24/11.2 2/12 LNNR	135+	27.15	5.30	21.85

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