



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 09/18/08

Location Address 9400 Piper Road License No. JDBW _____ KLD 1800498

City Punta Gorda, FL 33982 Beginning Date 9/29/08

Notice No. 2008 - 74 Page 1 of 3 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

****ON PREMISE AND DUAL-LICENSED ACCOUNTS****

Gregg Tubbs
 Authorized Representative




Director of Sales
 Title





2008 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 4TH QUARTER

BUDWEISER									
  									
START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE	
Sep-29	Dec-31	11029	Budweiser	24/12 LNNR (LOOSE)	50-74	17.80	0.80	17.00	
		12029	Bud Select		75+	17.80	0.95	16.85	
		53029	Bud Light	(MIX & MATCH)					
Sep-29	Dec-31	11215	Budweiser						
		12215	Bud Select	15/16 ALNR	3+	17.30	2.05	15.25	
		53215	Bud Light	(MIX & MATCH)					

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					

MODELO FAMILY									
    									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Jan-1	Dec-31	95266	96266	Coronita "Parrot Pack"	24/7 LNNR LOOSE	5+	19.60	2.65	16.95
		95360		Corona Extra					
		96360		Corona Light					
Jan-1	Dec-31	97360		Modelo Especial	24/12 2/12 LNNR	28+	26.55	2.45	24.10
		98360		Negra Modelo	(MIX & MATCH)				
		99360		Pacifico Clara					
Jan-1	Dec-31	97034	97246	Modelo Especial	24/12 4/6 & 2/12 CANS (M/M)	10+	21.25	1.70	19.55

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

DRAUGHT									
           									
Brand	Package	Item #	Frontline	3 - 4	5 - 9	10 - 19	20+	Comments	
AMERICAN RED LAGER	1/2 BBL	81940	\$81.00	\$70.00	\$68.00	\$68.00	\$63.50		
BARE KNUCKLE STOUT	1/2 BBL	31940	\$118.00	\$118.00	\$118.00	\$118.00	\$118.00	No discounts but used as a builder	
BUDWEISER	1/2 BBL	11940	\$74.00	\$70.00	\$68.00	\$63.50	\$61.00		
BUD LIGHT	1/2 BBL	53940	\$74.00	\$70.00	\$68.00	\$63.50	\$61.00		
BUDWEISER SELE CT	1/2 BBL	12940	\$74.00	\$55.00	\$55.00	\$55.00	\$55.00		
CZECHVAR	13.2 GAL	13540	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	No discounts but used as a builder	
MICHELOB	1/2 BBL	41940	\$76.00	\$72.00	\$70.00	\$65.50	\$63.00		
MICHELOB LIGHT	1/2 BBL	43940	\$76.00	\$72.00	\$70.00	\$65.50	\$63.00		
MICHELOB AMBERBOCK	1/2 BBL	76940	\$76.00	\$72.00	\$70.00	\$65.50	\$63.00		
MICHELOB ULTRA	1/2 BBL	36940	\$76.00	\$72.00	\$70.00	\$65.50	\$63.00		
REDHOOK ESB	1/2 BBL	71940	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	No discounts but used as a builder	
ROLLING ROCK	1/2 BBL	38940	\$76.00	\$72.00	\$70.00	\$65.50	\$63.00		
SHOCK TOP	1/2 BBL	85940	\$87.00	\$87.00	\$87.00	\$87.00	\$87.00	No discounts but used as a builder	
STAROPRAMEN	7.93 GAL	13340	\$76.00	\$76.00	\$76.00	\$76.00	\$76.00	No discounts but used as a builder	
TENNENT'S LAGER	13.2 GAL	13440	\$129.00	\$129.00	\$129.00	\$129.00	\$129.00	No discounts but used as a builder	
WIDMER HE FEWEIZEN	1/2 BBL	32940	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	No discounts but used as a builder	

All of the above draft packages may be mixed and matched to achieve the quantity discounts.
No 1/4 or 1/6 BBLs may be mixed and matched with the above 15.5, 13.2, and 7.93 Gallon BBLs.
All above have a \$30.00 Keg Deposit.

THE ABOVE DISCOUNTS APPLY TO
ON-PREMISE & DUAL LICENSED LICENSED RETAIL ACCOUNTS ONLY

2008 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 4TH QUARTER



START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Sep-26	Dec-31	61940	Busch	1/2 BBL	5+	71.00	6.00	65.00



START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Jul-20	Dec-31	13640	Premium Verum Pilsner	13.2 Gallon	3+	119.00	4.00	115.00
Jul-20	Dec-31	13740	Premium Oktoberfest	(Mix & Match)	3+	119.00	4.00	115.00

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