



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 12/22/08

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

City Punta Gorda, FL 33982 Beginning Date 01/01/09

Notice No. 2009 - 02 Page 1 of 4 Ending Date 3/31/09

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

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
SEE ATTACHED				

1st Quarter Promotions

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

Gregg Tubbs
Authorized Representative








Director of Sales
Title

 *Peace River Distributing, Inc.*



2009 OFF-PREMISE PROMOTION SCHEDULE - 1ST QUARTER

*Indicates a change

Last Updated December 22, 2008

BUDWEISER FAMILY									
      									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	11215		Budweiser					
		12215		Bud Select	15/16 ALNR	3+	17.30	2.05	15.25
		53215		Bud Light	(MIX & MATCH)				
Jan-1	Dec-31	11216		Budweiser					
		12216		Bud Select	24/16 ALNR	3+	25.35	0.95	24.40
		53216		Bud Light	(MIX & MATCH)				
Jan-1	Dec-31	11047		Budweiser	15/16 NR BTL BP	3+	12.95	0.65	12.30
		53047		Bud Light	(SILHOUETTE)				
Jan-1	Dec-31	11044		Budweiser	24/16 6/4 CAN	5+	20.70	2.00	18.70
		53044		Bud Light					
Jan-1	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		20.70	0.60	20.10
		11035	53035	Budweiser, Bud Light	15/24 NR BTL		21.25	1.65	19.60
		11235		Budweiser	15/24 CAN	5+	21.25	1.65	19.60
		12235		Bud Select	15/24 CAN		21.25	1.65	19.60
		53235		Bud Light	15/24 CAN		21.25	1.65	19.60
		11135	53535	Budweiser, Bud Light	15/24 5/3 CAN		21.25	1.65	19.60
					(MIX & MATCH)				
Feb-2	Mar-1	11218	11308	Budweiser					
		12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.50	0.75	12.75
		53218	53308	Bud Light					
Jan-1	Jul-5	11168	11349	Budweiser					
		12168	12029	Bud Select	24/12 CAN / LNNR (P/P)	10-119	17.80	1.25	16.55
		53168	53349	Bud Light	(MIX & MATCH)	120+	17.80	2.05	15.75
Jan-1	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
Jan-1	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
Jan-5	Jan-18	13502		Czechvar	24/11.2 2/12	5+	27.15	3.35	23.80
Jan-19	Feb-1	13502		Czechvar	24/11.2 2/12	5+	28.75	3.35	25.40
Mar-2	Apr-5	13502		Czechvar	24/11.2 2/12	5+	28.75	3.35	25.40

HARBIN & TIGER & KIRIN ICHIBAN & KIRIN LIGHT									
  									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-5	Jan-25	73136		Harbin Lager	24/11.2 4/6 LNNR	10+	25.25	5.00	20.25
		13201		Tiger Lager					
Jan-5	Jan-25	03891		Kirin Ichiban	24/12 4/6 LNNR	10+	22.55	2.30	20.25
		05891		Kirin Light	(MIX & MATCH)				
Mar-2	Nov-1	73136		Harbin Lager	24/11.2 4/6 LNNR	10+	25.25	5.00	20.25
		13201		Tiger Lager					
Mar-2	Nov-1	03891		Kirin Ichiban	24/12 4/6 LNNR	10+	22.55	2.30	20.25
		05891		Kirin Light	(MIX & MATCH)				

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KING COBRA



START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	51221	King Cobra	12/32 QUART	5+	14.55	1.25	13.30

KONA



START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		82036	Fire Rock	24/12 4/6 LNNR				
Jan-1	Feb-1	79036	Pipeline Porter	24/12 4/6 LNNR	7+	25.55	2.25	23.30
		89036	Longboard	24/12 4/6 LNNR				
		82036	Fire Rock	24/12 4/6 LNNR				
Feb-2	May-3	79036	Pipeline Porter	24/12 4/6 LNNR	7+	27.15	2.88	24.27
		89036	Longboard	24/12 4/6 LNNR				

LAND SHARK LAGER



START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Jan-4	88037	Land Shark Lager	24/12 2/12 LNNR	10+	24.30	2.25	22.05
Feb-2	Mar-8	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					
Jan-1	Apr-12	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					
Jan-1	Dec-31	43308		Michelob Light	18/12 LNNR	10+	15.15	1.75	13.40
		36308		Michelob Ultra	(MIX & MATCH)				
		76308		Michelob Amberbock					
Jan-1	Mar-1	96389		Michelob Sampler	24/12 2/12 LNNR	10+	20.55	1.80	18.75
Jan-1	Apr-12	41592		Michelob Ultra Fruit Sampler	24/12 2/12 LNNR	10+	20.15	1.60	18.55

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
Jan-1	Dec-31	97034	97246	Modelo Especial	24/12 4/6 & 2/12 CANS (M/M)	5+	21.25	1.70	19.55
						10+	21.25	2.60	18.65
		95360	95246	Corona Extra					
		96360	96346	Corona Light	24/12 2/12 LNNR	28-99	25.40	2.45	22.95
Jan-1	Dec-31	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					
Jan-1	Dec-31	95029		Corona Extra	24/12 LNNR LSE "CLUB PKG"	10+	25.40	2.55	22.85
		95029				270+	25.40	3.00	22.40

NATURAL LIGHT & NATURAL ICE



START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-5	Dec-31	15218	27218	Natural Light, Natural Ice	18/12 CAN	5+	8.85	0.50	8.35
Jan-5	Dec-31	15044	27044	Natural Light, Natural Ice	24/16 6/4 CAN	5+	13.10	0.55	12.55

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REDHOOK FAMILY


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Feb-1	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)				
Feb-2	Apr-12	71671	Redhook ESB					
		71673	Redhook IPA	24/12 4/6 LNNR	7+	27.15	2.88	24.27
		71669	Redhook Copperhook					
		32803	Widmer Hefeweizen	(MIX & MATCH)				

ROLLING ROCK FAMILY


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-4	Dec-31	37360		Rolling Rock	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	
Jan-1	Mar-1	10800		Bahama Mama						
		10801		Wild Berries						
		10802		Strawberry Daiquiri						
		10803		Strawberry Margarita						
		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#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	20036	Black Dog Ale	24/12 4/6 LNNR				
		21036	Honey Raspberry Ale	24/12 4/6 LNNR	9+	28.78	6.40	22.38
		22036	Crystal Weiss	24/12 4/6 LNNR				
Jan-1	Dec-31	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				
Jan-1	Dec-31	23360	Tona	24/12 2/12 LNNR	10+	22.38	4.80	17.58
Jan-1	Dec-31	14200	Estrella Damm	24/11.2 4/6 LNNR	6+	28.78	4.80	23.98
Jan-1	Dec-31	05003	La Goudale	6/750 BTL				
		05004	Amadeus	6/750 BTL	6+	49.45	9.00	40.45
		05005	La Divine	6/750 BTL				

WARSTEINER


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-2	Dec-31	13602	Premium Verum Pilsner	24/11.2 2/12 LNNR				
		13702	Premium Dunkel	24/11.2 2/12 LNNR	20+	27.15	4.90	22.25
		14002	HiLight	24/11.2 2/12 LNNR	135+	27.15	6.85	20.30

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