



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 3/20/09

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

City Punta Gorda, FL 33982 Beginning Date 04/01/09

Notice No. 2009 - 15 Page 1 of 3 Ending Date 06/30/09

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				

**2nd Quarter Promotions**

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

Gregg Tubbs  
Authorized Representative

Director of Sales  
Title

**2009 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 2ND QUARTER**

Last Updated March 19, 2009

**BUDWEISER**

START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Jan-1	Dec-31	11029	Budweiser	24/12 LNNR (LOOSE)	50+	17.80	1.25	16.55
		12029	Bud Select					
		53029	Bud Light	(MIX & MATCH)				
Jan-1	Dec-31	53215	Bud Light	15/16 ALNR	3+	17.30	2.05	15.25
		11216	Budweiser					
Jan-1	Dec-31	12216	Bud Select	24/16 ALNR	3+	25.35	0.95	24.40
		53216	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)	5+	21.25	1.70	19.55
						10+	21.25	2.60	18.65

**REDHOOK FAMILY**

START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE	
Feb-2	Aug-2	71671	Redhook ESB		24/12 4/6 LNNR	7+	27.15	2.88	24.27
		71673	Redhook IPA						
		71669	Redhook Copperhook						
		71672	Redhook Slim Chance						
		32803	Widmer Hefeweizen						
		32804	Widmer Drifter Pale Ale						
32805	Widmer Drop Top Amber Al	(MIX & MATCH)							

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

**2009 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 2ND QUARTER**

Last Updated March 19, 2009

**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 SELECT	1/2 BBL	12940	\$74.00	\$60.00	\$60.00	\$60.00	\$60.00	
LANDSHARK	1/2 BBL	93940	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00	No discounts but used as a builder
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	\$122.00	\$122.00	\$122.00	\$122.00	\$122.00	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
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 HEFEWEIZEN	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.



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

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ON-PREMISE & DUAL LICENSED LICENSED RETAIL ACCOUNTS ONLY**