



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 06/19/09

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

City Punta Gorda, FL 33982 Beginning Date 07/01/09

Notice No. 2009 - 25 Page 1 of 4 Ending Date 9/30/09

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				

3rd Quarter Promotions

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

Gregg Tubbs
Authorized Representative

Director of Sales
Title

2009 OFF-PREMISE PROMOTION SCHEDULE - 3RD QUARTER

*Indicates a change

Last Updated June 18, 2009

BUDWEISER FAMILY									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
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)				
Jan-1	Dec-31	11047		Budweiser	15/16 NR BTL BP	3+	12.95	0.65	12.30
		53047		Bud Light	(SILHOUETTE)				
May-4	Dec-31	11044	53044	Budweiser, Bud Light	24/16 6/4 CAN	5+	20.70	1.00	19.70
		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
Jan-1	Dec-31	11035	53035	Budweiser, Bud Light	15/24 NR BTL	5+	21.25	1.65	19.60
		11235	53235	Budweiser, 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)				
Aug-3	Aug-30	11218	11308	Budweiser					
		12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.50	0.75	12.75
		53218	53308	Bud Light					
		11168	11349	Budweiser					
Jan-1	Sep-27	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
		11168	11349	Budweiser					
Sep-28	Dec-31	12168	12029	Bud Select	24/12 CAN / LNNR (P/P)	10-191	17.80	1.25	16.55
		53168	53349	Bud Light	(MIX & MATCH)	192+	17.80	1.60	16.20
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					
Aug-3	Aug-30	61168	86168	Busch, Busch Light	24/12 CAN	98+	12.85	0.50	12.35

HOOK & LADDER									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Aug-3	Sep-6	90036		Backdraft Brown	24/12 4/6 LNNR	10+	24.60	3.60	21.00
		91036		Golden Ale					

KING COBRA									
START	END	ITEM#	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

**THE ABOVE DISCOUNTS APPLY TO
OFF-PREMISE LICENSED RETAIL ACCOUNTS ONLY**

2009 OFF-PREMISE PROMOTION SCHEDULE - 3RD QUARTER

*Indicates a change

Last Updated June 18, 2009

KIRIN ICHIBAN & KIRIN LIGHT


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Mar-2	Nov-1	03891	Kirin Ichiban	24/12 4/6 LNNR	10+	22.55	2.30	20.25
		05891	Kirin Light	(MIX & MATCH)		22.55	2.30	20.25

LAND SHARK LAGER







START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jun-29	Jul-26	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					
Mar-1	Nov-22	36389	96246	Michelob Ultra	24/12 2/12 LNNR / CAN	10+	20.15	1.60	18.55
		76273		Michelob Amberbock					
		35389		Michelob Ultra Amber	(MIX & MATCH)				
Jan-1	Dec-31	41308		Michelob					
		43308		Michelob Light	18/12 LNNR	10+	15.15	1.75	13.40
		36308		Michelob Ultra	(MIX & MATCH)				
		76308		Michelob Amberbock					

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
May-21	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	3.40	17.85
Jun-29	Oct-4	97218		Modelo Especial	18/12 CANS	5+	14.75	1.20	13.55
Aug-3	Aug-23	95308		Corona Extra	18/12 LNNR	10+	19.50	2.55	16.95
Sep-28	Nov-1	96308		Corona Light	18/12 LNNR		19.50	2.55	16.95
		95360	95246	Corona Extra					
		96360	96346	Corona Light		28-99	25.40	2.45	22.95
		97360		Modelo Especial	24/12 2/12 LNNR	100-269	25.40	2.80	22.60
Jan-1	Dec-31	98360		Negra Modelo	(MIX & MATCH)	270+	25.40	3.00	22.40
		99360		Pacifico Clara					
		95308		Corona Extra	18/12 LNNR		19.50	2.55	16.95
		96308		Corona Light	18/12 LNNR		19.50	2.55	16.95
Jan-1	Dec-31	95029		Corona Extra	24/12 LNNR LSE "CLUB PKG"	10+	25.40	2.55	22.85
						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
Jul-6	Aug-2	15168	27168	Natural Light, Natural Ice	24/12 CAN	98+	12.25	0.40	11.85
Sep-7	Sep-27	15168	27168	Natural Light, Natural Ice	24/12 CAN	98+	12.25	0.40	11.85
Jan-5	Dec-31	15044	27044	Natural Light, Natural Ice	24/16 6/4 CAN	5+	13.10	0.55	12.55

ROLLING ROCK FAMILY


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	37360	Rolling Rock	24/12 2/12 LNNR	3+	20.15	1.60	18.55
		36060	Rock Light					

**THE ABOVE DISCOUNTS APPLY TO
OFF-PREMISE LICENSED RETAIL ACCOUNTS ONLY**



2009 OFF-PREMISE PROMOTION SCHEDULE - 3RD QUARTER

*Indicates a change

Last Updated June 18, 2009

UNITED STATES BEVERAGE									
START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE	
		20036	Black Dog Ale	24/12 4/6 LNNR					
Jan-1	Dec-31	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	
		05003	La Goudale	6/750 BTL					
Jan-1	Dec-31	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	
		13602	Premium Verum Pilsner	24/11.2 2/12 LNNR					
Jun-1	Dec-31	13702	Premium Dunkel	24/11.2 2/12 LNNR	60+	27.15	7.20	19.95	

**THE ABOVE DISCOUNTS APPLY TO
OFF-PREMISE LICENSED RETAIL ACCOUNTS ONLY**