



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 6/19/09

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

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

Notice No. 2009 - 26 Page 1 of 2 Ending Date 09/30/09

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

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

Gregg Tubbs
 Authorized Representative

Director of Sales
 Title

2009 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 3RD QUARTER

*Indicates a change

Last Updated June 11, 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					
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

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	\$68.00	\$63.50	\$61.00	
BUD LIGHT	1/2 BBL	53940	\$74.00	\$70.00	\$68.00	\$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		
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	

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

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