



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 09/21/09

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

City Punta Gorda, FL 33982 Beginning Date 10/01/09

Notice No. 2009 - 42 Page 1 of 4 Ending Date 12/31/09

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				

4th Quarter Promotions

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

Gregg Tubbs
Authorized Representative

Director of Sales
Title

2009 OFF-PREMISE PROMOTION SCHEDULE - 4TH QUARTER

*Indicates a change

Last Updated September 21, 2009

BASS ALE


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jul-27	Jan-3	14105	Bass Ale	24/12 2/12 LNNR	70+	26.30	3.45	22.85
Sep-7	Oct-4				5+	26.30	1.10	25.20
Nov-2	Dec-6							

BECK'S FAMILY


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Aug-2	Dec-31	14205	14204	Beck's Pilsner					
		14305		Beck's Dark	24/12 2/12 LNNR/CAN	72+	25.55	4.60	20.95
		14405		Beck's Premier Light					
		14505		Beck's Oktoberfest	(MIX & MATCH)				
Sep-7	Oct-4	14205	14204	Beck's Pilsner					
		14305		Beck's Dark	24/12 2/12 LNNR/CAN	7+	25.55	3.60	21.95
Nov-2	Dec-6	14405		Beck's Premier Light					
		14505		Beck's Oktoberfest	(MIX & MATCH)				
Aug-3	Dec-31	14203		Beck's Pilsner					
		14403		Beck's Premier Light	24/12 2/12 LNNR LOOSE	70+	25.55	4.60	20.95
		14503		Beck's Oktoberfest					
Jul-27	Jan-3	14202		Beck's Pilsner	24/16 6/4 CAN	3+	24.20	2.70	21.50

BELGIAN SAMPLER

START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-1	Jan-3	15308	Belgian Sampler	18/11.2 3/6 LNNR	5+	21.35	1.70	19.65

BODDINGTON'S PUB ALE


START	END	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jul-27	Jan-3	14602	Boddington's Pub Ale	24/16 6/4 CAN	3+	39.30	2.45	36.85

BUDWEISER FAMILY


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-28	Dec-31	53215		Bud Light	15/16 ALNR	3+	17.30	1.45	15.85
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		21.35	1.30	20.05
		11040	53040	Budweiser, Bud Light	24/16 6/4 NR BTL		20.70	0.60	20.10
Sep-28	Dec-31	11035	53035	Budweiser, Bud Light	15/24 NR BTL	5+	22.25	1.65	20.60
		11235	53235	Budweiser, Bud Light	15/24 CAN		22.25	1.65	20.60
		11135	53535	Budweiser, Bud Light	15/24 5/3 CAN		22.25	1.65	20.60
				(MIX & MATCH)					
Sep-28	Nov-1	11218	11308	Budweiser					
		12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.70	0.75	12.95
Dec-7	Dec-31	53218	53308	Bud Light					
		13218		Select 55					
		11168	11349	Budweiser		10-59	18.15	1.25	16.90
Sep-28	Dec-31	12168	12029	Bud Select	24/12 CAN / LNNR (P/P)	60-119	18.15	1.65	16.50
		53168	53349	Bud Light	(MIX & MATCH)	120+	18.15	2.05	16.10
Jan-1	Dec-31	54349		Bud Light Lime	24/12 LNNR (P/P)	56+	20.75	2.16	18.59
Aug-10	Dec-31	14349		Bud Light Golden Wheat	24/12 LNNR (P/P)	56+	20.75	2.16	18.59

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CHELADA BUD FAMILY


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-28	Dec-31	11435		Chelada Budweiser	15/24oz CAN	5+	29.60	2.10	27.50
		53435		Chelada Bud Light					


BUSCH FAMILY


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-28	Dec-31	61218	61308	Busch	18/12 CAN / LNNR	5+	9.80	0.95	8.85
		86218	86308	Busch Light					
Sep-28	Nov-1	61168	86168	Busch, Busch Light	24/12 CAN	98+	13.30	0.50	12.80
Nov-30	Dec-20								


HOEGAARDEN & STELLA ARTOIS


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-7	Oct-4	14705		Hoegaarden	24/11.2 2/12 LNNR	3+	28.75	3.35	25.40
Nov-2	Dec-6	15005		Stella Artois	MIX & MATCH				

KING COBRA


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Sep-28	Dec-31	51221		King Cobra	12/32 QUART	5+	15.45	1.25	14.20

KIRIN ICHIBAN & KIRIN LIGHT


START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Mar-2	Dec-31	03891		Kirin Ichiban	24/12 4/6 LNNR	10+	22.55	2.30	20.25
		05891		Kirin Light	(MIX & MATCH)				

MICHELOB FAMILY







START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		41389		Michelob					
		43389	43246	Michelob Light					
Mar-1	Dec-31	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)				
		41308		Michelob					
Jan-1	Dec-31	43308		Michelob Light	18/12 LNNR/CAN	10+	15.15	1.75	13.40
		36308	36218	Michelob Ultra	(MIX & MATCH)				
		76308		Michelob Amberbock					

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  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
		95036	95034	Corona Extra	24/12 4/6 CAN / LNNR				
		96036		Corona Light	24/12 4/6 LNNR				
Sep-7	Dec-31	97036		Modelo Especial	24/12 4/6 LNNR	14+	25.55	2.60	22.95
		98036		Negra Modelo	24/12 4/6 LNNR				
		99036		Pacífico Clara	24/12 4/6 LNNR				
Jul-6	Dec-31	97034	97246	Modelo Especial	24/12 4/6 & 2/12 CANS (M/M)	3+	21.25	2.60	18.65
						10+	21.25	3.40	17.85
Jun-29	Oct-4	97218		Modelo Especial	18/12 CANS	5+	14.75	1.20	13.55
Sep-28	Nov-1	95308		Corona Extra	18/12 LNNR	10+	19.50	2.55	16.95
		96308		Corona Light	18/12 LNNR		19.50	2.55	16.95
		95360	95246	Corona Extra					
		96360	96346	Corona Light		14-44	25.40	2.45	22.95
		97360		Modelo Especial	24/12 2/12 LNNR	45-89	25.40	2.80	22.60
Jan-1	Dec-31	98360		Negra Modelo	(MIX & MATCH)	90+	25.40	3.00	22.40
		99360		Pacífico 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
Sep-28	Dec-31	15218	27218	Natural Light, Natural Ice	18/12 CAN	5+	9.35	0.50	8.85
Nov-2	Nov-22	15168	27168	Natural Light, Natural Ice	24/12 CAN	98+	12.70	0.40	12.30
Sep-28	Dec-31	15044	27044	Natural Light, Natural Ice	24/16 6/4 CAN	5+	13.70	0.55	13.15


ROLLING ROCK FAMILY

 									
START	END	ITEM#	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					

ST. PAULI GIRL FAMILY

									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jul-29	Jan-3	94360		St. Pauli Girl	24/12 2/12 LNNR	7+	21.30	2.65	18.65
		93360		St. Pauli Girl Dark					

UNITED STATES BEVERAGE

     									
START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jul-6	Jan-3	20036		Black Dog Ale	24/12 4/6 LNNR	9+	25.58	3.20	22.38
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				

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