



**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 9/21/09

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

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

Notice No. 2009 - 43 Page 1 of 2 Ending Date 12/31/09

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				

**4th Quarter Promotions**

**\*\*ON PREMISE ACCOUNTS ONLY\*\***

Gregg Tubbs  
Authorized Representative





Director of Sales  
Title

**2009 ON-PREMISE AND DUAL-LICENSED PROMOTION SCHEDULE - 4TH QUARTER**

\*Indicates a change





Last Updated September 1, 2009

**BUDWEISER**

START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Sep-28	Dec-31	11029	Budweiser	24/12 LNNR (LOOSE)	50+	18.15	1.25	16.90
		12029	Bud Select					
		53029	Bud Light	(MIX & MATCH)				
		13360	Select 55	24/12 2/12 LNNR				
Sep-28	Dec-31	53215	Bud Light	15/16 ALNR	3+	17.30	1.45	15.85

**CHELADA BUD FAMILY**

START	END	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					

**MODELO FAMILY**







START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Jan-1	Dec-31	95266	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					
Jul-6	Dec-31	97034	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

**DRAUGHT**













Brand	Package	Item #	Frontline	3 - 4	5 - 9	10 - 19	20+	Comments
AMERICAN RED LAGER	1/2 BBL	81940	\$86.00	\$75.00	\$73.00	\$73.00	\$68.50	
BARE KNUCKLE STOUT	1/2 BBL	31940	\$123.00	\$123.00	\$123.00	\$123.00	\$123.00	No discounts but used as a builder
BASS ALE	13.2 GAL	14140	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
BECK'S PILSNER	13.2 GAL	14240	\$119.95	\$115.95	\$115.95	\$112.95	\$112.95	
BODDINGTON'S PUB ALE	13.2 GAL	14640	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
BUDWEISER	1/2 BBL	11940	\$79.00	\$75.00	\$73.00	\$68.50	\$66.00	
BUD LIGHT	1/2 BBL	53940	\$79.00	\$75.00	\$73.00	\$68.50	\$66.00	
BUD LGT GOLDEN WHEAT	1/2 BBL	14940	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	No discounts but used as a builder
BUDWEISER SELE CT	1/2 BBL	12940	\$79.00	\$65.00	\$65.00	\$65.00	\$65.00	
HOEGAARDEN	13.2 GAL	14740	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
LANDSHARK	1/2 BBL	93940	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00	No discounts but used as a builder
MICHELOB LIGHT	1/2 BBL	43940	\$81.00	\$77.00	\$75.00	\$70.50	\$68.00	
MICHELOB AMBERBOCK	1/2 BBL	76940	\$81.00	\$77.00	\$75.00	\$70.50	\$68.00	
MICHELOB ULTRA	1/2 BBL	36940	\$81.00	\$77.00	\$75.00	\$70.50	\$68.00	
ROLLING ROCK	1/2 BBL	38940	\$81.00	\$77.00	\$75.00	\$70.50	\$68.00	
SHOCK TOP	1/2 BBL	85940	\$92.00	\$92.00	\$92.00	\$92.00	\$92.00	No discounts but used as a builder
STELLA ARTOIS	13.2 GAL	15040	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
TENNENT'S LAGER	13.2 GAL	13440	\$129.00	\$125.00	\$125.00	\$122.00	\$122.00	

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
Sep-28	Dec-31	61940	Busch	1/2 BBL	5+	76.00	14.00	62.00



START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
Jul-29	Dec-31	15140	Labatt Blue	15.5 GALLON KEG	3+	106.95	4.00	102.95

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