



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 12/21/10

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

City Punta Gorda, FL 33982 Beginning Date 1/1/2011

Notice No. 2011 - 01 Page 1 of 3 Ending Date 3/31/2011

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				

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

Gregg Tubbs  
Authorized Representative

Director of Sales  
Title



**2011 OFF-PREMISE PROMOTION SCHEDULE - 1ST QUARTER**

**ANHEUSER-BUSCH INBEV (DOMESTIC)**

**BUDWEISER FAMILY**

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-3	Jan-30	11246	11360	Budweiser					
		12246	12360	Bud Select	24/12 2/12 CAN/LNNR	25+	18.50	0.70	17.80
Feb-28	Mar-27	53246	53360	Bud Light		25+	18.50	0.70	17.80
		13246	13360	Select 55	(MIX & MATCH)				
Jan-1	Dec-31	53215		Bud Light	15/16 ALNR	3+	18.30	1.45	16.85
Jan-3	Feb-6	11044	53044	Budweiser, Bud Light	24/16 6/4 CAN	5+	21.15	1.00	20.15
Feb-7	Apr-3	11044	53044	Budweiser, Bud Light	24/16 6/4 CAN	5+	21.15	2.15	19.00
		11235	53235	Budweiser, Bud Light	15/24 CAN		22.25	1.65	20.60
Jan-1	Dec-31	11135	53535	Budweiser, Bud Light	15/24 5/3 CAN	5+	22.25	1.65	20.60
		54235		Bud Light Lime	15/24 CAN		22.95	2.35	20.60
		36235		Michelob Ultra	15/24 CAN	(M&M)	24.80	4.20	20.60
		11218	11308	Budweiser					
Jan-3	Feb-6	12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.95	1.20	12.75
		53218	53308	Bud Light					
		13218		Select 55	(MIX & MATCH)				
		11218	11308	Budweiser					
Feb-7	Feb-27	12218	12308	Bud Select	18/12 CAN / LNNR	25+	13.95	0.75	13.20
Mar-28	May-1	53218	53308	Bud Light		25+	13.95	0.75	13.20
		13218		Select 55	(MIX & MATCH)				
		11168	11349	Budweiser					
Jan-3	Dec-31	12168	12029	Bud Select	24/12 CAN / LNNR (P/P)	10-59	18.60	1.25	17.35
		53168	53349	Bud Light		60+	18.60	2.05	16.55
		13268	13349	Select 55	(MIX & MATCH)				
Feb-7	Feb-27	54360	54246	Bud Light Lime	24/12 2/12 LNNR/CAN	10+	21.20	1.57	19.63
Mar-28	May-1	14360		Bud Light Golden Wheat	(MIX & MATCH)	10+	21.20	1.57	19.63
Jan-1	Dec-31	54308	54218	Bud Light Lime	18/12 LNNR/CAN	5+	15.90	1.20	14.70
Jan-1	Dec-31	37618		Bud Ice	18/12 LNNR/CAN	5+	10.75	0.95	9.80

**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+	30.65	2.10	28.55
		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+	10.75	0.95	9.80
		86218	86308	Busch Light					
Jan-1	Dec-31	61044		Busch	24/16 CAN 6/4	7+	17.60	3.10	14.50
		86044		Busch Light					
Feb-7	Feb-27	61168		Busch	24/12 CAN	98+	13.80	0.50	13.30
Mar-28	May-1	86168		Busch Light	(M&M w/Nat Fam Suits)	98+	13.80	0.50	13.30

**KING COBRA**

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	51221		King Cobra	12/32 QUART	5+	16.35	1.25	15.10

**MICHELOB FAMILY**

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
		41389		Michelob					
		43389	43246	Michelob Light					
Jan-1	Feb-6	36389	96246	Michelob Ultra	24/12 2/12 LNNR / CAN	10+	20.50	2.70	17.80
Feb-7	Apr-3	76273		Michelob Amberbock		10+	20.50	1.60	18.90
		35389		Michelob Ultra Amber	(MIX & MATCH)				
Jan-1	Dec-31	43308		Michelob Light	18/12 LNNR/CAN	5+	15.45	1.75	13.70
		36308	36218	Michelob Ultra	(MIX & MATCH)				

**NATURAL FAMILY**

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	15218	27218	Light, Ice	18/12 CAN	5+	10.30	0.50	9.80
Jan-1	Dec-31	15044	27044	Light, Ice	24/16 6/4 CAN	5+	15.05	0.55	14.50
Feb-7	Feb-27	15168		Light	24/12 CAN	98+	13.80	0.50	13.30
Mar-28	May-1	27168		Ice	(M&M w/Busch Fam Suits)	98+	13.80	0.50	13.30

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



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**CROWN IMPORTS**

**MODELO FAMILY**

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QTY.	REG	DISC	SALE
Jan-1	Dec-31	95266		Coronita "Parrot Pack"	24/7 LNNR LOOSE	5+	19.60	2.65	16.95
Jan-3	Dec-31	97218		Modelo Especial	18/12 CANS	5+	14.75	1.20	13.55
Jan-1	Dec-31	97034	97246	Modelo Especial	24/12 4/6 & 2/12 CANS (M/M)	5+	21.25	2.60	18.65
		95360	95246	Corona Extra					
		96360	96346	Corona Light					
Jan-3	Dec-31	97360		Modelo Especial	24/12 2/12 LNNR/CAN (MIX & MATCH)	14-89	25.40	2.45	22.95
		98360		Negra Modelo		90+	25.40	3.00	22.40
		99360		Pacifico Clara					
		95308		Corona Extra	18/12 LNNR	5+	19.50	2.55	16.95
		96308		Corona Light	18/12 LNNR	5+	19.50	2.55	16.95
Jan-1	Dec-31	95029		Corona Extra	24/12 LNNR LSE "CLUB PKG"	270+	25.40	3.00	22.40

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