



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 - 02 Page 1 of 2 Ending Date Indefinite

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				

1/1/2011 - Indefinite

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

Gregg Tubbs
 Authorized Representative

Director of Sales
 Title

PeaceRiver Distributing

2011 ON-PREMISE PROMOTION SCHEDULE

ANHEUSER-BUSCH INBEV

BUDWEISER

START	END	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
		11029	Budweiser					
Jan-1	Dec-31	12029	Bud Select	24/12 LNNR (LOOSE)	50+	18.60	1.25	17.35
		53029	Bud Light					
		13349	Select 55	(MIX & MATCH)				
Jan-1	Dec-31	53215	Bud Light	15/16 ALNR	3+	18.30	1.45	16.85

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					

CROWN IMPORTS

MODELO FAMILY

START	END	ITEM#	ITEM#	BRAND(S)	PKG	QUANTITY	REG	DISC	SALE
		95036	95034	Corona Extra	24/12 4/6 LNNR/CAN				
Jan-3	Dec-31	96036		Corona Light	24/12 4/6 LNNR	14+	27.15	1.10	26.05
		97036		Modelo Especial		30+	27.15	2.65	24.50
		98036		Negra Modelo					
		99036		Pacifico Clara	(MIX & MATCH)				

DRAUGHT



Brand	Package	Item#	Frontline	1 - 2	3 - 4	5 - 9	10 - 19	20+	Comments
AMERICAN RED LAGER	1/2 BBL	81940	\$91.00	\$91.00	\$80.00	\$78.00	\$78.00	\$73.50	
BASS ALE	13.2 GAL	14140	\$139.95	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
BODDINGTON'S PUB ALE	13.2 GAL	14640	\$139.95	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
BUDWEISER	1/2 BBL	11940	\$84.00	\$84.00	\$80.00	\$78.00	\$73.50	\$71.00	
BUD LIGHT	1/2 BBL	53940	\$84.00	\$84.00	\$80.00	\$78.00	\$73.50	\$71.00	
BUD LGT LIME	1/2 BBL	54940	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	No discounts but used as a builder
BUDWEISER SELECT	1/2 BBL	12940	\$84.00	\$70.00	\$70.00	\$70.00	\$70.00	\$70.00	
HOEGAARDEN	13.2 GAL	14740	\$139.95	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	
LANDSHARK	1/2 BBL	93940	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	\$115.00	No discounts but used as a builder
MICHELOB LIGHT	1/2 BBL	43940	\$86.00	\$86.00	\$82.00	\$80.00	\$75.50	\$73.00	
MICHELOB AMBERBOCK	1/2 BBL	76940	\$86.00	\$86.00	\$82.00	\$80.00	\$75.50	\$73.00	
MICHELOB ULTRA	1/2 BBL	36940	\$86.00	\$86.00	\$82.00	\$80.00	\$75.50	\$73.00	
ROLLING ROCK	1/2 BBL	38940	\$84.00	\$84.00	\$80.00	\$78.00	\$73.50	\$71.00	
SHOCK TOP	1/2 BBL	85940	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	\$97.00	No discounts but used as a builder
STELLA ARTOIS	13.2 GAL	15040	\$139.95	\$139.95	\$135.95	\$135.95	\$132.95	\$132.95	

All of the above draft packages may be mixed and matched to achieve the quantity discounts.

No 1/4 or 1/6 BBL S may be mixed and matched with the above 15.5, 13.2 and 7.93 Gallon BBL S.

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+	81.00	14.00	67.00

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