

**NOTICE OF DIFFERENTIAL PRICES OR CHANGE OF PRICES  
 (MALT BEVERAGES)**

Distributor Bernie Little Distributors, Inc. Date 6/23/17

Location Address 8049 Associate Blvd License No. JDBW 38-00440 KLD \_\_\_\_\_

City Sebring Beginning Date 7/3/17

Notice No. 2017 - 38 Page 1 of 1 Ending Date See Attached

Counties Where Price is in Effect: Hardee, Highlands, Okeechobee, Glades & Osceola

<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 ATTACHMENT				
<b>UPDATED PROMOTIONS</b>				

Credit prices are \$0.50 higher per case and \$2.50 higher per keg.  
 Quantities are limited to the distributor's inventory on hand.

Keith Harris  
 Authorized Representative

President  
 Title

**Bernie Little Distributors, Inc.**

**Price Promotions - 2nd/3rd Quarter 2017**

**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Bud, Bud Lt	24/8oz Can	06/26/17	08/06/17	12.30	13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	06/26/17	08/06/17	11.40	13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	06/26/17	08/06/17	13.10	13.60	5-19	Off	
Bud & Bud Lt	24/8oz Can 2/12	06/26/17	08/06/17	12.20	13.60	20+	Off	
Michelob Ultra	24/8oz Can 2/12	06/26/17	08/06/17	13.50	14.45	5-19	Off	
Michelob Ultra	24/8oz Can 2/12	06/26/17	08/06/17	12.20	14.45	20+	Off	
Michelob Ultra	24/8oz Can	06/26/17	08/06/17	12.70	14.35	5-19	Off	
Michelob Ultra	24/8oz Can	06/26/17	08/06/17	11.40	14.35	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/8oz Can	08/07/17	08/20/17	12.30	13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	08/07/17	08/20/17	11.40	13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	08/07/17	08/20/17	13.10	13.60	5-9	Off	
Bud & Bud Lt	24/8oz Can 2/12	08/07/17	08/20/17	11.70	13.60	10+	Off	
Michelob Ultra	24/8oz Can 2/12	08/07/17	08/20/17	13.50	14.45	5-9	Off	
Michelob Ultra	24/8oz Can 2/12	08/07/17	08/20/17	11.70	14.45	10+	Off	
Michelob Ultra	24/8oz Can	08/07/17	08/20/17	12.70	14.35	5-19	Off	
Michelob Ultra	24/8oz Can	08/07/17	08/20/17	11.40	14.35	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/8oz Can	08/21/17	10/01/17	12.30	13.25	5-19	Off	
Bud, Bud Lt	24/8oz Can	08/21/17	10/01/17	11.40	13.25	20+	Off	
Bud & Bud Lt	24/8oz Can 2/12	08/21/17	10/01/17	13.10	13.60	5-19	Off	
Bud & Bud Lt	24/8oz Can 2/12	08/21/17	10/01/17	12.20	13.60	20+	Off	
Michelob Ultra	24/8oz Can 2/12	08/21/17	10/01/17	13.50	14.45	5-19	Off	
Michelob Ultra	24/8oz Can 2/12	08/21/17	10/01/17	12.20	14.45	20+	Off	
Michelob Ultra	24/8oz Can	08/21/17	10/01/17	12.70	14.35	5-19	Off	
Michelob Ultra	24/8oz Can	08/21/17	10/01/17	11.40	14.35	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	06/26/17	07/02/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	06/26/17	07/02/17	21.60	24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Land Shark	24/12oz LNNR 4/6	06/26/17	07/02/17	15.85	24.55	10+	Off	
Bud, Bud Lt, Select, Select 55	24/12oz Can/LNR 4/6	07/03/17	09/30/17	21.60	23.80	10+	Off	
Michelob, Michelob Lt, Michelob Amberbock	24/12oz LNNR 4/6	07/03/17	09/30/17	21.60	24.55	10+	Off	
Land Shark	24/12oz LNNR 4/6	07/03/17	09/30/17	21.60	24.55	10-111	Off	
Land Shark	24/12oz LNNR 4/6	07/03/17	09/30/17	20.25	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 6/4	09/12/16	09/30/17	22.65	25.65	5+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 3/8	07/10/17	07/23/17	19.45	25.20	25+	Off	
Michelob Ultra	24/16oz Can 3/8	07/10/17	07/23/17	19.45	27.10	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can 3/8	09/04/17	09/17/17	19.45	25.20	25+	Off	
Michelob Ultra	24/16oz Can 3/8	09/04/17	09/17/17	19.45	27.10	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz Can	09/12/16	09/30/17	20.90	27.60	30+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	09/12/16	09/30/17	14.80	16.90	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz LNNR 2/12	09/12/16	09/30/17	21.55	22.50	10+	On	
Brands & Packages above may be mixed and matched to achieve qty								

**Bernie Little Distributors, Inc.**

**Price Promotions - 2nd/3rd Quarter 2017**

**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	06/22/17	07/04/17	21.55	22.50	10-49	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	06/22/17	07/04/17	17.80	22.50	50+	Off	
Bud, Bud Lt	24/16oz CALNR 3/8	06/22/17	07/04/17	25.45	27.60	1+	Off	
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime Cactus	24/12oz Can/LNNR 2/12	06/22/17	07/04/17	23.90	24.85	5-49	Off	
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime Cactus	24/12oz Can/LNNR 2/12	06/22/17	07/04/17	17.80	24.85	50+	Off	
Michelob Ultra	24/16oz CALNR 3/8	06/22/17	07/04/17	35.85	37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	07/05/17	09/30/17	21.55	22.50	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	06/25/17	20.75	22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	06/25/17	19.75	22.60	45+	Off	Stop Date Change
Bud, Bud Lt,	24/12oz LNNR	09/12/16	06/25/17	20.75	22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	09/12/16	06/25/17	19.75	22.60	45+	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	09/30/17	22.20	24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	09/30/17	19.75	24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	09/30/17	22.20	24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	09/30/17	20.70	24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	06/26/17	07/02/17	17.75	22.60	1+	Off	New
Bud, Bud Lt,	24/12oz LNNR	06/26/17	07/02/17	17.75	22.60	1+	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	07/02/17	22.20	24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	09/12/16	07/02/17	19.75	24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	07/02/17	22.20	24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	09/12/16	07/02/17	20.70	24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	07/03/17	09/03/17	20.75	22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	07/03/17	09/03/17	19.75	22.60	45 - 97	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	07/03/17	09/03/17	17.75	22.60	98+	Off	
Bud, Bud Lt,	24/12oz LNNR	07/03/17	09/03/17	20.75	22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	07/03/17	09/03/17	19.75	22.60	45 - 97	Off	
Bud, Bud Lt,	24/12oz LNNR	07/03/17	09/03/17	17.75	22.60	98+	Off	New
Bud Light Lime	24/12oz LNNR/Can	07/03/17	09/03/17	22.20	24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	07/03/17	09/03/17	19.75	24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	07/03/17	09/03/17	22.20	24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	07/03/17	09/03/17	20.70	24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/04/17	09/30/17	20.75	22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/04/17	09/30/17	19.75	22.60	45+	Off	
Bud, Bud Lt,	24/12oz LNNR	09/04/17	09/30/17	20.75	22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	09/04/17	09/30/17	19.75	22.60	45+	Off	New
Bud Light Lime	24/12oz LNNR/Can	09/04/17	09/30/17	22.20	24.10	10-44	Off	
Bud Light Lime	24/12oz LNNR/Can	09/04/17	09/30/17	19.75	24.10	45+	Off	
Michelob Ultra	24/12oz Can & LNNR	09/04/17	09/30/17	22.20	24.10	10-44	Off	
Michelob Ultra	24/12oz Can & LNNR	09/04/17	09/30/17	20.70	24.10	45+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	24/16oz CALNR	09/12/16	09/30/17	24.85	28.50	98+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt	20/16oz CALNR	05/22/17	09/30/17	17.95	23.00	22-65	Off	
Bud, Bud Lt	20/16oz CALNR	05/22/17	09/30/17	17.45	23.00	66+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

**Bernie Little Distributors, Inc.**

**Price Promotions - 2nd/3rd Quarter 2017**

**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Bud, Bud Light	24/16oz ALNR/CALNR	04/03/17	09/30/17	21.55	28.50	144+	On	
Bud, Bud Light Sports/Holiday CALNR	24/16oz CALNR	04/03/17	09/30/17	21.55	28.50	144+	On	
Brands & Packages above may be mixed and matched to achieve qty								
Oculito	24/12oz LNNR 2/12	09/12/16	09/30/17	26.65	29.90	20+	Off	
Michelob Ultra & Light	18/12oz LNNR/Cans	05/29/17	07/30/17	16.95	18.45	5 - 59	Off	
Michelob Ultra & Light	18/12oz LNNR/Cans	05/29/17	07/30/17	15.85	18.45	60+	Off	
BL Lime, Platinum, Black Crown	18/12oz LNNR/Cans	05/29/17	07/30/17	14.99	18.45	1+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	07/31/17	09/30/17	16.95	18.45	5 - 59	Off	
BL Lime, Platinum, Black Crown, Mich Lt & Ultra	18/12oz LNNR/Cans	07/31/17	09/30/17	15.85	18.45	60+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime								
Cactus	24/12oz Can/LNNR 2/12	07/05/17	09/30/17	23.90	24.85	5+	Off	
Michelob Ultra	24/16oz CALNR 3/8	07/05/17	09/30/17	35.85	37.25	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum, Black Crown & Landshark	24/12oz LNNR 2/12	09/12/16	09/30/17	20.45	24.10	10+	ON	
BL Lime, Platinum & Landshark	24/12oz Cans 2/12	09/12/16	09/30/17	20.45	24.10	10+	ON	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	06/26/17	07/04/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/04/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/04/17	21.30	24.10	7-26	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	06/26/17	07/04/17	13.70	24.10	27+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	07/05/17	09/30/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	07/05/17	09/30/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	07/05/17	09/30/17	21.30	24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Light Lime, Platinum & Black Crown	24/12oz LNNR 4/6	05/08/17	07/02/17	21.60	24.55	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Best Damn Root Beer, Cherry Cola & Cream Soda	24/12oz LNR 4/6	08/28/17	09/03/17	19.20	30.30	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Spiked Seltzer Variety	24/12oz Can 2/12	06/26/17	07/30/17	24.50	28.50	5+	Off	
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/16/17	09/30/17	15.35	17.00	15-76	Off	
Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock	24/12oz Can S/C	01/16/17	09/30/17	13.80	17.00	77+	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	09/30/17	15.35	16.10	1-4	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	09/30/17	14.35	16.10	5-76	Off	
Natty Daddy	24/12oz Can S/C	01/16/17	09/30/17	13.80	16.10	77+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Busch, Busch Lt, Nat Lt, Nat Ice, Bud Ice, Rolling Rock & Busch Ice	18/12oz Cans/LNNR	04/17/17	09/30/17	9.35	12.40	40+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Ice, King Cobra, Natty Daddy, Rolling Rock & High Gravity	24/16oz Can 6/4	11/14/17	09/30/17	15.95	19.55	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Sampler	24/12oz LNNR	09/12/16	09/30/17	19.70	27.75	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Lemon	15/12oz Can	09/12/16	09/30/17	13.65	15.25	50+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top & Shock Top Lemon	30/12oz Can 2/15	09/12/16	09/30/17	25.70	28.90	25+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

# Bernie Little Distributors, Inc.

## Price Promotions - 2nd/3rd Quarter 2017

### Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/30/17	27.10	27.75	1-19	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/30/17	26.10	27.75	20-55	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/30/17	25.10	27.75	56-111	Off	
Shock Top, Apple Wheat, Lemon, Pumpkin, Rasp, IPA, Winter Combo, Choc, Pretzel, Ginger, Ruby Red	24/12oz LNNR 4/6	06/19/17	09/30/17	24.10	27.75	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Wild Blue & Redbridge	24/12oz LNNR 4/6	11/14/16	09/30/17	28.65	29.35	28+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Kirin Ichiban & Kirin Light	24/12oz LNNR 4/6	11/14/16	09/30/17	23.50	27.75	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli Girl & Bass	24/12oz LNNR 4/6	05/29/17	07/02/17	22.05	24.55	56-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, Becks NA, St Pauli Girl & Bass	24/12oz LNNR 4/6	05/29/17	07/02/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire, St Pauli Girl & Bass	24/12oz LNNR 4/6	07/03/17	08/27/17	21.60	24.55	10-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, St Pauli Girl & Bass	24/12oz LNNR 4/6	07/03/17	08/27/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bass Ale & St Pauli Girl	24/12oz LNNR 4/6	08/28/17	09/30/17	21.60	24.55	10-111	Off	
Bass Ale & St Pauli Girl	24/12oz LNNR 4/6	08/28/17	09/30/17	19.80	24.55	112+	Off	
Becks, Lt, Dark, Oktob, Sapphire	24/12oz LNNR 4/6	08/28/17	09/03/17	15.85	24.55	20+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Lt, Dark, Oktob, Sapphire	24/12oz LNNR 4/6	09/04/17	12/31/17	22.05	24.55	56-111	Off	
Becks, Lt, Dark, Oktob, Sapphire	24/12oz LNNR 4/6	09/04/17	12/31/17	19.80	24.55	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	19.80	24.10	112+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	06/19/17	07/09/17	30.52	36.15	56-111	Off	
Beck's Pilsner	24/16oz CALNR 3/8	06/19/17	07/09/17	29.70	36.15	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	06/19/17	07/09/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	07/10/17	07/16/17	19.90	24.10	10+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	07/10/17	07/16/17	28.80	36.15	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	07/10/17	07/16/17	19.90	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	07/17/17	08/13/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	07/17/17	08/13/17	19.80	24.10	112+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	07/17/17	08/13/17	30.52	36.15	56-111	Off	
Beck's Pilsner	24/16oz CALNR 3/8	07/17/17	08/13/17	29.70	36.15	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	07/17/17	08/13/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	07/17/17	08/13/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	08/14/17	08/20/17	19.90	24.10	10+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	08/14/17	08/20/17	28.80	36.15	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	08/14/17	08/20/17	19.90	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	08/21/17	09/10/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	08/21/17	09/10/17	19.80	24.10	112+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	08/21/17	09/10/17	30.52	36.15	56-111	Off	
Beck's Pilsner	24/16oz CALNR 3/8	08/21/17	09/10/17	29.70	36.15	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	08/21/17	09/10/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	08/21/17	09/10/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

# Bernie Little Distributors, Inc.

## Price Promotions - 2nd/3rd Quarter 2017

### Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	09/11/17	09/17/17	19.90	24.10	10+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	09/11/17	09/17/17	28.80	36.15	10+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	09/11/17	09/17/17	19.90	24.10	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	09/18/17	10/08/17	20.35	24.10	56-111	Off	
Becks, Light, Dark, Oktoberfest, Sapphire, St Pauli & Bass	24/12oz LNNR/CAN 2/12	09/18/17	10/08/17	19.80	24.10	112+	Off	
Beck's Pilsner	24/16oz CALNR 3/8	09/18/17	10/08/17	30.52	36.15	56-111	Off	
Beck's Pilsner	24/16oz CALNR 3/8	09/18/17	10/08/17	29.70	36.15	112+	Off	
Land Shark	24/12oz LNNR/CAN 2/12	09/18/17	10/08/17	22.15	24.10	56-111	Off	
Land Shark	24/12oz LNNR/CAN 2/12	09/18/17	10/08/17	20.35	24.10	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	02/06/17	09/30/17	25.75	28.00	1-2	Off	
Beck's, Sapphire, Black Crown, BL Lime, Platinum, Michelob Ultra & Landshark	24/16oz CAN 6/4	02/06/17	09/30/17	24.90	28.00	3+	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolatte & Twisted Pretzel	24/16oz CAN 6/4	02/06/17	09/30/17	29.80	33.50	1-2	Off	
Shock Top, Apple, Lemon, Pumpkin, Shockolatte & Twisted Pretzel	24/16oz CAN 6/4	02/06/17	09/30/17	24.90	33.50	3+	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	02/06/17	09/30/17	29.80	31.95	1-2	Off	
Goose 312, IPA, Green Line & Four Star Pilsner	24/16oz CAN 6/4	02/06/17	09/30/17	24.90	31.95	3+	Off	
Bud Chelada, Bud Lt Chelada	24/16oz Can 6/4	02/06/17	09/30/17	29.80	33.50	1+	Off	
Rita Splash (Lime, Strawberry & Pineapple)	24/16oz CAN 4/6	02/06/17	09/30/17	29.80	37.50	1+	Off	
BL Lime Rita Family & Oculo	24/16oz CAN 6/4	02/06/17	09/30/17	29.80	37.50	1+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	06/19/17	06/25/17	19.20	30.90	10+	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line, Preseason	24/12oz LNNR/Can 4/6	06/19/17	06/25/17	27.70	30.90	25-55	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line, Preseason	24/12oz LNNR/Can 4/6	06/19/17	06/25/17	26.70	30.90	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	06/26/17	09/30/17	27.70	30.90	25-55	Off	
BP Blueberry, Oktoberfest, Pumpkin, Summer, Winter, Spring, Toasted Lager, Hoptical Illusion, Mosaic Session IPA & Honey Robber	24/12oz LNNR 4/6	06/26/17	09/30/17	26.70	30.90	56+	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line, Preseason	24/12oz LNNR/Can 4/6	06/26/17	09/30/17	27.70	30.90	25-55	Off	
Goose 312, 312 Pale Ale, Honkers, IPA, Winter, Summer, Harvest Ale, Sixth Day, Endless IPA, Rambler IPA, Oktob, 10 Hills Pale Ale, Four Star, Green Line, Preseason	24/12oz LNNR/Can 4/6	06/26/17	09/30/17	26.70	30.90	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	09/30/17	24.60	27.75	14-55	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	09/30/17	23.60	27.75	56-111	Off	
Shock Top, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter, Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red	24/12oz LNNR/Can 2/12	01/23/17	09/30/17	22.60	27.75	112+	Off	
Goose 312, 312 Pale, Honkers, IPA, Winter, Summer, Fall, Harvest Ale, Endless IPA, Winter, Four Star, Green Line & Johnny Applesseed	24/12oz LNNR/CN 2/12	01/23/17	09/30/17	26.25	29.65	14-55	Off	
Goose 312, 312 Pale, Honkers, IPA, Winter, Summer, Fall, Harvest Ale, Endless IPA, Winter, Four Star, Green Line & Johnny Applesseed	24/12oz LNNR/CN 2/12	01/23/17	09/30/17	25.25	29.65	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

# Bernie Little Distributors, Inc.

## Price Promotions - 2nd/3rd Quarter 2017

### Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Goose Seasonal Sampler	24/12oz Can	01/02/17	09/30/17	25.45	28.85	14-55	Off	
Goose Seasonal Sampler	24/12oz Can	01/02/17	09/30/17	24.45	28.85	56+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	09/30/17	26.80	28.85	10-55	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	09/30/17	25.50	28.85	56-111	Off	
Goose Seasonal Sampler	24/12oz LNNR	01/02/17	09/30/17	24.50	28.85	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Boddington's Pub	24/16oz CAN 6/4	01/04/16	09/30/17	39.15	41.75	72+	Off	
Stella Artois	20/9.6oz LNR	09/12/16	09/30/17	19.90	21.95	3+	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	09/30/17	26.40	32.55	56-111	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	09/30/17	25.75	32.55	112-215	Off	
Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown	24/11.2oz LNNR/CN 4/6	05/01/17	09/30/17	24.46	32.55	216+	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	09/30/17	30.30	33.30	1-4	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	09/30/17	27.00	33.30	5-55	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	09/30/17	26.40	33.30	56-111	Off	
Stella, Stella Cidre, Hoegaarden, Belgian Sampler	24/11.2oz LNNR/Can 2/12 & 20/14.9oz Can 2/12	05/01/17	09/30/17	25.75	33.30	112+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Montejo	24/12oz Can 2/12	11/14/16	09/30/17	19.95	23.00	5+	Off & On	
Kona Longboard, Fire Rock, Pipeline, Waitua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman	24/12oz LNNR 4/6	05/29/17	09/03/17	23.56	28.76	25+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Kona Longboard, Fire Rock, Pipeline, Waitua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman	24/12oz LNNR 4/6	09/04/17	09/30/17	25.56	28.76	15-24	On & Off	
Kona Longboard, Fire Rock, Pipeline, Waitua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman	24/12oz LNNR 4/6	09/04/17	09/30/17	23.56	28.76	25+	On & Off	
Brands & Packages above may be mixed and matched to achieve qty								
Widmer Hefeweizen, Drop Top Amber Ale, Drifter Pale Ale, Rotator IPA, Upheaval, Alchemy & BRRR	24/12oz LNNR 4/6	05/29/17	07/02/17	28.80	32.00	15+	Off	
Widmer Hefeweizen, Drop Top Amber Ale, Drifter Pale Ale, Rotator IPA, Upheaval, Alchemy & BRRR	24/12oz LNNR 4/6	08/01/17	08/27/17	28.80	32.00	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Widmer Omission IPA, Lager & Pale Ale	24/12oz LNNR 4/6	08/28/17	09/30/17	28.80	32.00	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
SweetWater 420, IPA & Tacklebox	24/12oz LNNR/Can 2/12	10/10/2016	12/30/2017	27.00	29.15	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
SweetWater 420, IPA	24/16oz Can 6/4	1/2/2017	12/30/2017	28.50	33.45	2+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
3 Daughters Beach Blonde & Bimini Twist	24/16oz Cans	5/1/2017	12/31/2017	29.80	42.00	2+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Seagrams Family (Wild Berries, Strawberry Daiquiri, Peach Fuzzy Navel, Classic Lime Margarita, Calypso Colada, Black Cherry Fizz, Bahama Mama, Jamaican Me Happy, Lime Melonade, Pink Punch, Sangria, Mango, Mimosa, Raspberry Lemonade, Watermelon Splash, Blackberry Breezer, Kiwi Strawberry, Aloha Tini, Apple Pomegranate, Orange Swirl & Pink Pineapple)	24/12oz LNNR 6/4	03/01/17	12/31/17	19.16	23.94	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Magic Hat Family	24/12oz NR 4/6	9/1/2017	10/31/2017	27.27	30.30	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Magic Hat Family	24/12oz 2/12 NR & Cn	7/1/2017	8/31/2017	24.15	27.10	5+	Off	
Magic Hat Family	24/12oz 2/12 NR & Cn	12/1/2017	12/31/2017	24.15	27.10	5+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

**Bernie Little Distributors, Inc.**

**Price Promotions - 2nd/3rd Quarter 2017**

**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	6/5/2017	6/24/2017	28.00	30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	7/17/2017	8/19/2017	28.00	30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	9/11/2017	10/14/2017	28.00	30.30	15+	Off	
Big Storm Arcus IPA, Helicity & Wavemaker	4/6/12oz CAN	11/6/2017	12/9/2017	28.00	30.30	15+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Big Storm Tropical Pressure & Wavemaker Amber	6/4/16oz CAN	6/26/2017	7/30/2017	38.00	42.00	3+	Off	
Big Storm Tropical Pressure & Wavemaker Amber	6/4/16oz CAN	9/4/2017	10/29/2017	38.00	42.00	3+	Off	
Big Storm Tropical Pressure & Wavemaker Amber	6/4/16oz CAN	12/4/2017	12/31/2017	38.00	42.00	3+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Big Storm Dunder & Blixem, Firestorm, Palmbender, Oktoberfest, Surfline	6/4/16oz CAN	6/26/2017	12/30/2017	40.95	44.95	3+	Off	
Brands & Packages above may be mixed and matched to achieve qty								



**Bernie Little Distributors, Inc.**  
**Price Promotions - 2nd/3rd Quarter 2017**  
**Sebring - Hardee, Highlands, Okeechobee, Glades & Osceola**

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
<b>Sebring - Hardee, Highlands, Okeechobee</b>								

<u>Brands</u>	<u>Package</u>	<u>Start</u>	<u>Stop</u>	<u>Posted Price</u>	<u>Frontline Price</u>	<u>Qty</u>	<u>Premise</u>	<u>Comment</u>
Corona X, Lt, PC, ME, NM, Victoria & Cervezas Clasicas	24/12 LNNR 2/12 & 2/12 Can	1/2/17	9/30/17	\$ 27.00	\$ 29.15	14-44	Off	
Corona X, Lt, PC, ME, NM, Victoria & Cervezas Clasicas	24/12 LNNR 2/12 & 2/12 Can	1/2/17	9/30/17	\$ 26.40	\$ 29.15	45+	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	9/30/17	\$ 27.00	\$ 28.85	14-44	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	9/30/17	\$ 26.40	\$ 28.85	45-59	Off	
Corona X, Lt & Modelo	24/12 LNNR	1/2/17	9/30/17	\$ 25.75	\$ 28.85	60+	Off	
Mix & Match on above brands & packages								

Corona X, Lt	18/12oz LNNR & CAN	1/2/17	7/2/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Coronita	24/7oz NR LS	1/2/17	7/2/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Corona X, Lt	18/12oz LNNR & CAN	1/2/17	7/2/17	\$ 19.45	\$ 21.75	25+	On & Off	
Coronita	24/7oz NR LS	1/2/17	7/2/17	\$ 19.45	\$ 21.75	25+	On & Off	
Mix & Match on above brands & packages								

Corona X, Lt	18/12oz LNNR & CAN	7/3/17	9/30/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Modelo	18/12oz LNNR	7/3/17	9/30/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Coronita	24/7oz NR LS	7/3/17	9/30/17	\$ 19.95	\$ 21.75	5-24	On & Off	
Corona X, Lt	18/12oz LNNR & CAN	7/3/17	9/30/17	\$ 19.45	\$ 21.75	25+	On & Off	
Modelo	18/12oz LNNR	7/3/17	9/30/17	\$ 19.45	\$ 21.75	25+	On & Off	
Coronita	24/7oz NR LS	7/3/17	9/30/17	\$ 19.45	\$ 21.75	25+	On & Off	
Mix & Match on above brands & packages								

Modelo Especial	24/12oz Can Loose	1/2/17	9/30/17	\$ 22.80	\$ 23.60	5+	On & Off	
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Modelo Especial, Victoria	24/12oz Can 2/12	1/2/17	9/30/17	\$ 22.80	\$ 24.20	5+	On & Off	
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Modelo Especial	18/12oz CAN	1/2/17	9/30/17	\$ 16.80	\$ 17.50	5+	Off	
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Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	9/30/17	\$ 29.05	\$ 29.75	14-29	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	9/30/17	\$ 27.50	\$ 29.75	30-49	On	
Corona X, Lt, PC, ME, NM	24/12oz LNNR 4/6	1/2/17	9/30/17	\$ 26.60	\$ 29.75	50+	On	
Mix & Match on above brands & packages								

Corona X, Lt,	24/12oz Can 2/12	1/2/17	9/30/17	\$ 26.40	\$ 29.15	5+	On	
Mix & Match on above brands & packages								

Corona Lt, Modelo Especial & Negra Modelo	1/4 BBL	1/2/17	9/30/17	\$ 80.00	\$ 85.00	10+	On	
Mix & Match on above brands & packages								

Modelo Especial	1/2 BBL	1/2/17	9/30/17	#####	#####	10+	On	
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