

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

Distributor Bernie Little Distributors, Inc. Date 6/30/17

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

City Sebring Beginning Date 7/10/17

Notice No. 2017 - 39 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> |                         |                      |                              |                                 |
|                           |                         |                      |                              |                                 |
|                           |                         |                      |                              |                                 |
|                           |                         |                      |                              |                                 |
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|                           |                         |                      |                              |                                 |
|                           |                         |                      |                              |                                 |
|                           |                         |                      |                              |                                 |

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**

**Changes from 2017-38 made in red**

**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**

**Changes from 2017-38 made in red**

**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            |                |
| 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            |                |
| 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            |                |
| 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            |                |
| 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**

**Changes from 2017-38 made in red**

**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            |                         |                 |                 |                     |                        |            |                |                |
| <b>Bud Light Lime, Platinum &amp; Black Crown</b>                          | <b>24/12oz LNNR 4/6</b> | <b>07/17/17</b> | <b>07/22/17</b> | <b>15.50</b>        | <b>24.55</b>           | <b>10+</b> | <b>Off</b>     | <b>New</b>     |
| 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**

**Changes from 2017-38 made in red**

**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**

**Changes from 2017-38 made in red**

**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   |                       |              |             |                     |                        |            |                |                |

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

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**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   |  |                  |                  |                     |                        |            |                |                |
| Seagrains 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   |  |                  |                  |                     |                        |            |                |                |
| <b>Magic Hat Family (Core &amp; Seasonal)</b>   | <b>24/12oz NR 4/6</b>                        | <b>8/14/2017</b> | <b>8/25/2017</b> | <b>18.25</b>        | <b>30.30</b>           | <b>15+</b> | <b>Off</b>     | <b>New</b>     |
| Brands & Packages above may be mixed and matched to achieve qty   |  |                  |                  |                     |                        |            |                |                |
| Magic Hat Family (Core & Seasonal)  | 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 (Core & Seasonal)  | 24/12oz 2/12 NR & Cn                         | 7/1/2017         | 8/31/2017        | 24.15               | 27.10                  | 5+         | Off            |                |
| Magic Hat Family (Core & Seasonal)  | 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**

**Changes from 2017-38 made in red**

**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**

**Changes from 2017-38 made in red**

**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       |                |
| Modelo Especial, Victoria                              | 24/12oz Can 2/12           | 1/2/17       | 9/30/17     | \$ 22.80            | \$ 24.20               | 5+         | On & Off       |                |
| Modelo Especial  | 18/12oz CAN                | 1/2/17       | 9/30/17     | \$ 16.80            | \$ 17.50               | 5+         | Off            |                |
| 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             |                |