

Bernie Little Distributors, Inc.
Price Promotions - 3rd Quarter 2017
Eaton Park - Polk County

Changes from 2017-45 made in Red

Brands	Package	Start	Stop	Posted		Qty	Premise	Comment
				Price	Price			
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	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	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	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	08/06/17	14.80	16.90	20+	Off	New Stop Date
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	08/07/17	08/20/17	14.80	16.90	20-39	Off	New
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	08/07/17	08/20/17	13.95	16.90	40+	Off	New
Bud, Bud Lt, Select & Select 55	18pk/12oz Can & LNNR	08/21/17	09/10/17	14.80	16.90	20+	Off	New
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								
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	07/05/17	08/27/17	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 & LNNR 2/12	08/28/17	09/03/17	21.55	22.50	10-49	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	08/28/17	09/03/17	17.80	22.50	50+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Lt, Select & Select 55	24/12oz Can & LNNR 2/12	09/04/17	09/10/17	21.55	22.50	10+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

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Brands	Package	Start	Stop	Posted	Frontline	Qty	Premise	Comment
				Price	Price			
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	09/30/17	20.75	22.60	10-44	Off	
Bud, Bud Lt, Select & Select 55	24/12oz Can	09/12/16	09/30/17	19.75	22.60	45+	Off	
Bud, Bud Lt,	24/12oz LNNR	09/12/16	09/30/17	20.75	22.60	10-44	Off	
Bud, Bud Lt,	24/12oz LNNR	09/12/16	09/30/17	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	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								
Bud, Bud Light	20/16oz CALNR	04/03/17	09/30/17	17.20	23.00	144+	On	
Brands & Packages above may be mixed and matched to achieve qty								
Bud, Bud Light	24/16oz ALNR/CALNR	04/03/17	09/30/17	23.00	28.50	1-49	On	
Bud, Bud Light	24/16oz ALNR/CALNR	04/03/17	09/30/17	22.75	28.50	50-143	On	
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	23.00	28.50	1-143	On	
Bud, Bud Light Sports/Holiday CALNR	24/16oz CALNR	04/03/17	09/30/17	21.95	28.50	144+	On	
Bud Light Lime	24/16oz ALNR 4/6	04/03/17	09/30/17	27.65	31.20	50+	On	
Bud Lt Lime & Platinum	24/16 CALNR 3/8	04/03/17	09/30/17	31.50	36.15	1-9	On	
Bud Lt Lime & Platinum	24/16 CALNR 3/8	04/03/17	09/30/17	30.67	36.15	10+	On	
Michelob Ultra	24/16oz CALNR	04/03/17	09/30/17	35.85	37.25	5+	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	07/05/17	07/30/17	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	07/30/17	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	07/30/17	21.30	24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	07/31/17	08/06/17	23.15	24.10	1+	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	07/31/17	08/06/17	23.15	24.10	1-6	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	07/31/17	08/06/17	21.30	24.10	7-13	Off	
BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal)	24/8oz Can 2/12	07/31/17	08/06/17	17.80	24.10	14+	Off	
Brands & Packages above may be mixed and matched to achieve qty								

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				Price	Price			
BL Lime, Platinum & Black Crown	24/12oz Cans/LNNR 2/12	08/07/17	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	08/07/17	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	08/07/17	09/30/17	21.30	24.10	7+	Off	
Brands & Packages above may be mixed and matched to achieve qty								
Bud Light Lime, Platinum	24/12oz LNNR 4/6	07/17/17	07/22/17	15.50	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	07/23/17	24.50	28.50	5+	Off	
Spiked Seltzer Variety	24/12oz Can 2/12	07/24/17	09/30/17	24.50	28.50	3+	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								
King Cobra & High Gravity	24/16oz Can 6/4	09/12/16	09/30/17	17.75	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								
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, Bass	24/12oz LNNR 4/6	07/03/17	08/27/17	21.60	24.55	10-111	Off	
Becks, Lt, Dark, Oktob, Sapphire, 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	24/12oz LNNR 4/6	08/28/17	09/30/17	21.60	24.55	10-111	Off	
Bass Ale	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								

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Brands	Package	Start	Stop	Posted	Frontline	Qty	Premise	Comment
				Price	Price			
Becks, Light, Dark, Oktoberfest, Sapphire & 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 & 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 & 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 & 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 & 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 & 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								
Becks, Light, Dark, Oktoberfest, Sapphire & 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 & 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 & 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, Shockolate & 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, Shockolate & 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 & Oculito	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								

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Brands	Package	Start	Stop	Posted Price	Frontline Price	Qty	Premise	Comment
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 Appleseed	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 Appleseed	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								
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, Wailua 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, Wailua 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, Wailua 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	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								

Bernie Little Distributors, Inc.
Price Promotions - 3rd Quarter 2017
Eaton Park - Polk County

Changes from 2017-45 made in Red

<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>
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	
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	09/03/17	09/17/17	15.75	23.94	15+	Off	New
Brands & Packages above may be mixed and matched to achieve qty								
Magic Hat Family (Core & Seasonal)	24/12oz NR 4/6	8/14/2017	8/25/2017	18.25	30.30	10+	Off	
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								
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 Oktoberfest	4/6/12oz Can	8/7/2017	8/20/2017	28.00	30.30	5+	Off	
Big Storm Oktoberfest	4/6/12oz Can	9/11/2017	10/15/2017	28.00	30.30	5+	Off	
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								
Keywest Sunset, Keywest Southernmost, Sunshine State Lagers, Florida Lager & Hurr Reef	4/6/12oz LNR	7/31/2017	9/2/2017	24.50	28.75	5+	Off	New
Brands & Packages above may be mixed and matched to achieve qty								