

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

Distributor Bernie Little Distributors, Inc. Date 8/4/17

Location Address 4105 Maine Ave/PO Box 1128 License No. JDBW 63-00023 KLD _____

City Eaton Park Beginning Date 8/14/17

Notice No. 2017 - 51 Page 1 of 1 Ending Date SEE ATTACHED.

Counties Where Price is in Effect: Polk

| <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 | | | | |
| UPDATED PROMOTIONS | | | | |
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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 - 3rd Quarter 2017
Eaton Park - Polk County

Update from 2017-50

| Brands | Package | Start | Stop | Posted Price | Frontline Price | Qty | Premise | Comment |
|-----------------------------------------------------------------|-------------------------|----------|----------|--------------|-----------------|--------|----------|---------|
| Bud, Bud Lt | 24/8oz Can | 08/07/17 | 08/13/17 | 11.40 | 13.25 | 20+ | Off | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/07/17 | 08/13/17 | 13.10 | 13.60 | 5-9 | Off | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/07/17 | 08/13/17 | 11.70 | 13.60 | 10+ | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/07/17 | 08/13/17 | 13.50 | 14.45 | 5-9 | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/07/17 | 08/13/17 | 11.70 | 14.45 | 10+ | Off | |
| Michelob Ultra | 24/8oz Can | 08/07/17 | 08/13/17 | 12.70 | 14.35 | 5-19 | Off | |
| Michelob Ultra | 24/8oz Can | 08/07/17 | 08/13/17 | 11.40 | 14.35 | 20+ | Off | |
| Brands & Packages above may be mixed and matched to achieve qty | | | | | | | | |
| Bud, Bud Lt | 24/8oz Can | 08/14/17 | 08/20/17 | 11.40 | 13.25 | 20-24 | Off | |
| Bud, Bud Lt | 24/8oz Can | 08/14/17 | 08/20/17 | 9.50 | 13.25 | 25+ | Off | |
| Brands & Packages above may be mixed and matched to achieve qty | | | | | | | | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/14/17 | 08/20/17 | 13.10 | 13.60 | 5-9 | Off | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/14/17 | 08/20/17 | 11.70 | 13.60 | 10+ | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/14/17 | 08/20/17 | 13.50 | 14.45 | 5-9 | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/14/17 | 08/20/17 | 11.70 | 14.45 | 10+ | Off | |
| Michelob Ultra | 24/8oz Can | 08/14/17 | 08/20/17 | 12.70 | 14.35 | 5-19 | Off | |
| Michelob Ultra | 24/8oz Can | 08/14/17 | 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 | 09/10/17 | 11.40 | 13.25 | 20+ | Off | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/21/17 | 09/10/17 | 13.10 | 13.60 | 5-19 | Off | |
| Bud & Bud Lt | 24/8oz Can 2/12 | 08/21/17 | 09/10/17 | 12.20 | 13.60 | 20+ | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/21/17 | 09/10/17 | 13.50 | 14.45 | 5-19 | Off | |
| Michelob Ultra | 24/8oz Can 2/12 | 08/21/17 | 09/10/17 | 12.20 | 14.45 | 20+ | Off | |
| Michelob Ultra | 24/8oz Can | 08/21/17 | 09/10/17 | 12.70 | 14.35 | 5-19 | Off | |
| Michelob Ultra | 24/8oz Can | 08/21/17 | 09/10/17 | 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 | 09/10/17 | 21.60 | 23.80 | 10+ | Off | |
| Michelob, Michelob Lt, Michelob Amberbock | 24/12oz LNNR 4/6 | 07/03/17 | 09/10/17 | 21.60 | 24.55 | 10+ | Off | |
| Land Shark | 24/12oz LNNR 4/6 | 07/03/17 | 09/10/17 | 21.60 | 24.55 | 10-111 | Off | |
| Land Shark | 24/12oz LNNR 4/6 | 07/03/17 | 09/10/17 | 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 | 09/10/17 | 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 | 08/21/17 | 08/27/17 | 18.00 | 25.20 | 49+ | Off | |
| Brands & Packages above may be mixed and matched to achieve qty | | | | | | | | |
| Bud, Bud Lt | 24/16oz Can 3/8 | 09/04/17 | 09/10/17 | 19.45 | 25.20 | 25+ | Off | |
| Michelob Ultra | 24/16oz Can 3/8 | 09/04/17 | 09/10/17 | 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 | 09/10/17 | 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 | 08/07/17 | 08/20/17 | 14.80 | 16.90 | 20-39 | Off | |
| Bud, Bud Lt, Select & Select 55 | 18pk/12oz Can & LNNR | 08/07/17 | 08/20/17 | 13.95 | 16.90 | 40+ | Off | |
| Bud, Bud Lt, Select & Select 55 | 18pk/12oz Can & LNNR | 08/21/17 | 09/10/17 | 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 | 09/10/17 | 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 | 08/23/17 | 21.55 | 22.50 | 10+ | 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

Update from 2017-50

| Brands | Package | Start | Stop | Posted | Frontline | Qty | Premise | Comment |
|----------------------------------------------------------------------------|-------------------------|----------|----------|--------|-----------|--------|---------|---------|
| | | | | Price | Price | | | |
| Bud, Bud Lt, Select & Select 55 | 24/12oz Can & LNNR 2/12 | 08/24/17 | 09/03/17 | 21.55 | 22.50 | 10-49 | Off | |
| Bud, Bud Lt, Select & Select 55 | 24/12oz Can & LNNR 2/12 | 08/24/17 | 09/03/17 | 17.80 | 22.50 | 50+ | Off | |
| Bud Light Lime, Land Shark, Plat & Bud Black Crown | 24/12oz Can & LNNR 2/12 | 08/24/17 | 09/03/17 | 23.15 | 24.10 | 1-49 | Off | |
| Bud Light Lime, Land Shark, Plat & Bud Black Crown | 24/12oz Can & LNNR 2/12 | 08/24/17 | 09/03/17 | 17.80 | 24.10 | 50+ | Off | |
| BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal) | 24/8oz Can 2/12 | 08/24/17 | 09/03/17 | 21.30 | 24.10 | 7-49 | Off | |
| BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal) | 24/8oz Can 2/12 | 08/24/17 | 09/03/17 | 17.80 | 24.10 | 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 | | | | | | | | |
| Bud, Bud Lt, Select & Select 55 | 24/12oz Can | 09/12/16 | 09/10/17 | 20.75 | 22.60 | 10-44 | Off | |
| Bud, Bud Lt, Select & Select 55 | 24/12oz Can | 09/12/16 | 09/10/17 | 19.75 | 22.60 | 45+ | Off | |
| Bud, Bud Lt, | 24/12oz LNNR | 09/12/16 | 09/10/17 | 20.75 | 22.60 | 10-44 | Off | |
| Bud, Bud Lt, | 24/12oz LNNR | 09/12/16 | 09/10/17 | 19.75 | 22.60 | 45+ | Off | |
| Bud Light Lime | 24/12oz LNNR/Can | 09/12/16 | 09/10/17 | 22.20 | 24.10 | 10-44 | Off | |
| Bud Light Lime | 24/12oz LNNR/Can | 09/12/16 | 09/10/17 | 19.75 | 24.10 | 45+ | Off | |
| Michelob Ultra | 24/12oz Can & LNNR | 09/12/16 | 09/10/17 | 22.20 | 24.10 | 10-44 | Off | |
| Michelob Ultra | 24/12oz Can & LNNR | 09/12/16 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 17.95 | 23.00 | 22-65 | Off | |
| Bud, Bud Lt | 20/16oz CALNR | 05/22/17 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 23.00 | 28.50 | 1-49 | On | |
| Bud, Bud Light | 24/16oz ALNR/CALNR | 04/03/17 | 09/10/17 | 22.75 | 28.50 | 50-143 | On | |
| Bud, Bud Light | 24/16oz ALNR/CALNR | 04/03/17 | 09/10/17 | 21.55 | 28.50 | 144+ | On | |
| Bud, Bud Light Sports/Holiday CALNR | 24/16oz CALNR | 04/03/17 | 09/10/17 | 23.00 | 28.50 | 1-143 | On | |
| Bud, Bud Light Sports/Holiday CALNR | 24/16oz CALNR | 04/03/17 | 09/10/17 | 21.95 | 28.50 | 144+ | On | |
| Bud Light Lime | 24/16oz ALNR 4/6 | 04/03/17 | 09/10/17 | 27.65 | 31.20 | 50+ | On | |
| Bud Lt Lime & Platinum | 42988 | 04/03/17 | 09/10/17 | 31.50 | 36.15 | 1-9 | On | |
| Bud Lt Lime & Platinum | 24/16 CALNR 3/8 | 04/03/17 | 09/10/17 | 30.67 | 36.15 | 10+ | On | |
| Michelob Ultra | 24/16oz CALNR | 04/03/17 | 09/10/17 | 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 | 09/10/17 | 26.65 | 29.90 | 20+ | Off | |
| BL Lime, Platinum, Black Crown, Mich Lt & Ultra | 18/12oz LNNR/Cans | 07/31/17 | 09/10/17 | 16.95 | 18.45 | 5 - 59 | Off | |
| BL Lime, Platinum, Black Crown, Mich Lt & Ultra | 18/12oz LNNR/Cans | 07/31/17 | 09/10/17 | 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 | 08/23/17 | 23.90 | 24.85 | 5+ | Off | |
| Michelob Ultra | 24/16oz CALNR 3/8 | 07/05/17 | 08/23/17 | 35.85 | 37.25 | 5+ | Off | |
| Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime Cactus | 24/12oz Can/LNNR 2/12 | 08/24/17 | 09/03/17 | 23.90 | 24.85 | 5-24 | Off | |
| Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime Cactus | 24/12oz Can/LNNR 2/12 | 08/24/17 | 09/03/17 | 17.80 | 24.85 | 25+ | Off | |
| Michelob Ultra | 24/16oz CALNR 3/8 | 08/24/17 | 09/03/17 | 35.85 | 37.25 | 5+ | Off | |
| Mich, Mic Lt, Ultra, Ultra Amber, Amberbock & Ultra Lime Cactus | 24/12oz Can/LNNR 2/12 | 09/04/17 | 09/10/17 | 23.90 | 24.85 | 5+ | Off | |
| Michelob Ultra | 24/16oz CALNR 3/8 | 09/04/17 | 09/10/17 | 35.85 | 37.25 | 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

Update from 2017-50

| Brands | Package | Start | Stop | Posted | Frontline | Qty | Premise | Comment |
|--------------------------------------------------------------------------------------------------|------------------------|----------|----------------------|--------|-----------|--------|---------|---------|
| | | | | Price | Price | | | |
| BL Lime, Platinum, Black Crown & Landshark | 24/12oz LNNR 2/12 | 09/12/16 | 09/10/17 | 20.45 | 24.10 | 10+ | ON | |
| BL Lime, Platinum & Landshark | 24/12oz Cans 2/12 | 09/12/16 | 09/10/17 | 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 | 08/07/17 | 08/23/17 | 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 | 08/23/17 | 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 | 08/23/17 | 21.30 | 24.10 | 7+ | Off | |
| BL Lime, Platinum & Black Crown | 24/12oz Cans/LNNR 2/12 | 09/04/17 | 09/10/17 09/10/17 | 23.15 | 24.10 | 1+ | Off | |
| BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal) | 24/8oz Can 2/12 | 09/04/17 | 09/10/17 | 23.15 | 24.10 | 1-6 | Off | |
| BLL Rita Family (Lime, Straw, Mango, Raz, Orange, Grape, Peach & Seasonal) | 24/8oz Can 2/12 | 09/04/17 | 09/10/17 | 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 | 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 | 09/10/17 | 15.35 | 17.00 | 15-76 | Off | |
| Busch, Busch Lt, Nat Lt, Nat Ice & Rolling Rock | 24/12oz Can S/C | 01/16/17 | 09/10/17 | 13.80 | 17.00 | 77+ | Off | |
| Natty Daddy | 24/12oz Can S/C | 01/16/17 | 09/10/17 | 15.35 | 16.10 | 1-4 | Off | |
| Natty Daddy | 24/12oz Can S/C | 01/16/17 | 09/10/17 | 14.35 | 16.10 | 5-76 | Off | |
| Natty Daddy | 24/12oz Can S/C | 01/16/17 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 21.60 | 24.55 | 10-111 | Off | |
| Bass Ale | 24/12oz LNNR 4/6 | 08/28/17 | 09/10/17 | 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 | | | | | | | | |

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

Update from 2017-50

| Brands | Package | Start | Stop | Posted | Frontline | Qty | Premise | Comment |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------|----------|--------|-----------|--------|---------|---------|
| | | | | Price | Price | | | |
| Becks, Lt, Dark, Oktob, Sapphire | 24/12oz LNNR 4/6 | 09/04/17 | 09/10/17 | 22.05 | 24.55 | 56-111 | Off | |
| Becks, Lt, Dark, Oktob, Sapphire | 24/12oz LNNR 4/6 | 09/04/17 | 09/10/17 | 19.80 | 24.55 | 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 | 09/10/17 | 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 | 09/10/17 | 24.90 | 28.00 | 3+ | Off | |
| Shock Top, Apple, Lemon, Pumpkin, Shockolate & Twisted Pretzel | 24/16oz CAN 6/4 | 02/06/17 | 09/10/17 | 29.80 | 33.50 | 1-2 | Off | |
| Shock Top, Apple, Lemon, Pumpkin, Shockolate & Twisted Pretzel | 24/16oz CAN 6/4 | 02/06/17 | 09/10/17 | 24.90 | 33.50 | 3+ | Off | |
| Goose 312, IPA, Green Line & Four Star Pilsner | 24/16oz CAN 6/4 | 02/06/17 | 09/10/17 | 29.80 | 31.95 | 1-2 | Off | |
| Goose 312, IPA, Green Line & Four Star Pilsner | 24/16oz CAN 6/4 | 02/06/17 | 09/10/17 | 24.90 | 31.95 | 3+ | Off | |
| Bud Chelada, Bud Lt Chelada | 24/16oz Can 6/4 | 02/06/17 | 09/10/17 | 29.80 | 33.50 | 1+ | Off | |
| Rita Splash (Lime, Strawberry & Pineapple) | 24/16oz CAN 4/6 | 02/06/17 | 09/10/17 | 29.80 | 37.50 | 1+ | Off | |
| BL Lime Rita Family & Oculto | 24/16oz CAN 6/4 | 02/06/17 | 09/10/17 | 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 | 06/26/17 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 26.70 | 30.90 | 56+ | 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

Update from 2017-50

| <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, Wheat IPA, Lemon, Pumpkin, Variety, Apple, Winter , Honey Bourbon, Choc, Pretzel, Ginger & Ruby Red | 24/12oz LNNR/Can 2/12 | 01/23/17 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 25.45 | 28.85 | 14-55 | Off | |
| Goose Seasonal Sampler | 24/12oz Can | 01/02/17 | 09/10/17 | 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 | 09/10/17 | 26.80 | 28.85 | 10-55 | Off | |
| Goose Seasonal Sampler | 24/12oz LNNR | 01/02/17 | 09/10/17 | 25.50 | 28.85 | 56-111 | Off | |
| Goose Seasonal Sampler | 24/12oz LNNR | 01/02/17 | 09/10/17 | 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 | 09/10/17 | 39.15 | 41.75 | 72+ | Off | |
| Stella Artois | 20/9.6oz LNR | 09/12/16 | 09/10/17 | 19.90 | 21.95 | 3+ | Off | |
| Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown | 24/11.2oz LNNR/CN 4/6 | 05/01/17 | 09/10/17 | 26.40 | 32.55 | 56-111 | Off | |
| Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown | 24/11.2oz LNNR/CN 4/6 | 05/01/17 | 09/10/17 | 25.75 | 32.55 | 112-215 | Off | |
| Stella Artois, Cidre, Hoegaarden, Leffe Blonde/Brown | 24/11.2oz LNNR/CN 4/6 | 05/01/17 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 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 | 09/10/17 | 25.56 | 28.76 | 15-19 | On & Off | |
| Kona Longboard, Fire Rock, Pipeline, Wailua Wheat, Koko Brown, Castaway, Big Wave, Lemongrass & Lavaman | 24/12oz LNNR 4/6 | 09/04/17 | 09/10/17 | 18.98 | 28.76 | 20+ | 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 | 09/11/17 | 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 | 09/11/17 | 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 | | | | | | | | |
| 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 & Mimini 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 | | | | | | | | |

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

Update from 2017-50

| <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> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|--------------|-------------|---------------------|------------------------|------------|----------------|----------------|
| 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 | |
| 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 | 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 | |
| Brands & Packages above may be mixed and matched to achieve qty | | | | | | | | |