

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET TALLAHASSEE, FL 32399-1022

DBPR Form AB&T
4000a-032E
Rev. 5/04

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

Distributor Carroll Distributing Company Date July 27, 2017
Location Address 1553 Chad Carroll Way License No. JDBW 15-00296 KLD
City Melbourne, FL 32940 Beginning Date SEE ATTACHED
Notice No. 2017 - 081 Page 1 of 3 Ending Date _____
Counties Where Price is in Effect: BREVARD AND INDIAN RIVER COUNTY

OFF PREMISE ONLY

***** ITEMS GROUPED TOGETHER ARE MIX AND MATCH FOR QUANTITY DISCOUNT*****

Tom Joynes

Authorized Representative

Sales Manager

Title

CARROLL DISTRIBUTING COMPANY

1553 Chad Carroll Way
Melbourne, FL 32940
Telephone (321) 421-6283

Off Premise

Promotional Dates	Brand	Item	Package	Reg Cost	Disc. Amt	Promo Cost	
THE FOLLOWING ITEMS ARE ONGOING PROMOTIONS AND ARE SUBJECT TO CHANGE							
Mix And Match 5 or more cases							
PULSED 7/2-8/23/17 9/3-9/9/17	Michelob Light	4346	24/12 OZ CAN 2/12	\$24.85	\$0.95	\$23.90	
	Michelob Ultra Slim	4447	24/12 OZ CAN 2/12				
	Michelob Ultra Lime Cactus	4205	24/12 OZ CAN 2/12				
	Michelob	4189	24/12 OZ LNNR 2/12				
	Michelob Light	4389	24/12 OZ LNNR 2/12				
	Michelob Amber Bock	7678	24/12 OZ LNNR 2/12				
	Michelob Ultra	4473	24/12 OZ LNNR 2/12				
	Michelob Ultra Amber	4289	24/12 OZ LNNR 2/12				
	Michelob Ultra	4435	24/16 OZ CALNR 3/8	\$33.15	\$1.40	\$31.75	
	Mix And Match 5 or more cases						
PULSED 8/24-9/2/17	Michelob Light	4346	24/12 OZ CAN 2/12	\$24.85	\$0.95	\$23.90	
	Michelob Ultra Slim	4447	24/12 OZ CAN 2/12				
	Michelob Ultra Lime Cactus	4205	24/12 OZ CAN 2/12				
	Michelob	4189	24/12 OZ LNNR 2/12				
	Michelob Light	4389	24/12 OZ LNNR 2/12				
	Michelob Amber Bock	7678	24/12 OZ LNNR 2/12				
	Michelob Ultra	4473	24/12 OZ LNNR 2/12				
	Michelob Ultra Amber	4289	24/12 OZ LNNR 2/12				
	Michelob Ultra	4435	24/16 OZ CALNR 3/8	\$33.15	\$1.40	\$31.75	
	Mix And Match 25 or more cases						
PULSED 7/2-8/23/17 9/3-9/30/17	Michelob Light	4346	24/12 OZ CAN 2/12	\$24.85	\$7.05	\$17.80	
	Michelob Ultra Slim	4447	24/12 OZ CAN 2/12				
	Michelob Ultra Lime Cactus	4205	24/12 OZ CAN 2/12				
	Michelob	4189	24/12 OZ LNNR 2/12				
	Michelob Light	4389	24/12 OZ LNNR 2/12				
	Michelob Amber Bock	7678	24/12 OZ LNNR 2/12				
	Michelob Ultra	4473	24/12 OZ LNNR 2/12				
	Michelob Ultra Amber	4289	24/12 OZ LNNR 2/12				
	Mix And Match 10 or more cases						
	PULSED 7/2-8/23/17 9/3-9/30/17	Budweiser	1146	24/12 OZ CAN 2/12	\$22.50	\$0.95	\$21.55
Bud Light		5346	24/12 OZ CAN 2/12				
Budweiser Select		2246	24/12 OZ CAN 2/12				
Select 55		2250	24/12 OZ CAN 2/12				
Budweiser		1160	24/12 OZ LNNR 2/12				
Bud Light		5360	24/12 OZ LNNR 2/12				
Budweiser Select		2260	24/12 OZ LNNR 2/12				
Select 55		2252	24/12 OZ LNNR 2/12				
Mix And Match 7-49 cases							
PULSED 8/24-9/2/17		Bud Light Lime-A-Rita	5388	24/8 OZ CAN 2/12	\$24.10	\$2.80	\$21.30
	Bud Light Straw-Ber-Rita	5382	24/8 OZ CAN 2/12				
	Bud Light Cran-Ber-Rita	5395	24/8 OZ CAN 2/12				
	Bud Light Raz-Ber-Rita	5379	24/8 OZ CAN 2/12				
	Bud Light Mang-O-Rita	5295	24/8 OZ CAN 2/12				
	Bud Light Lemon-Ade-Rita	5283	24/8 OZ CAN 2/12				
	Bud Light Cherry-Ahh-Rita	5279	24/8 OZ CAN 2/12				
	Bud Light Grape-A-Rita	5278	24/8 OZ CAN 2/12				
	Bud Light Orange-A-Rita	5293	24/8 OZ CAN 2/12				
	Bud Light Peach-A-Rita	5289	24/8 OZ CAN 2/12				
Bud Light Pomegranate-A-Rita	5410	24/8 OZ CAN 2/12					
Mix And Match 10-49 cases							
PULSED 7/2-8/23/17 9/3-9/30/17	Budweiser	1146	24/12 OZ CAN 2/12	\$22.50	\$0.95	\$21.55	
	Bud Light	5346	24/12 OZ CAN 2/12				
	Budweiser Select	2246	24/12 OZ CAN 2/12				
	Select 55	2250	24/12 OZ CAN 2/12				
	Budweiser	1160	24/12 OZ LNNR 2/12				
	Bud Light	5360	24/12 OZ LNNR 2/12				
	Budweiser Select	2260	24/12 OZ LNNR 2/12				
	Select 55	2252	24/12 OZ LNNR 2/12				
	Mix And Match 50 or more cases						
	PULSED 7/2-8/5/17 8/20-9/9/17	Budweiser	1146	24/12 OZ CAN 2/12	\$22.50	\$4.70	\$17.80
Bud Light		5346	24/12 OZ CAN 2/12				
Budweiser Select		2246	24/12 OZ CAN 2/12				
Select 55		2250	24/12 OZ CAN 2/12				
Budweiser		1160	24/12 OZ LNNR 2/12				
Bud Light		5360	24/12 OZ LNNR 2/12				
Budweiser Select		2260	24/12 OZ LNNR 2/12				
Select 55		2252	24/12 OZ LNNR 2/12				
Bud Light Platinum		5371	24/12 OZ LNNR 2/12	\$24.10	\$6.30	\$17.80	
Bud Light Lime		5351	24/12 OZ LNNR 2/12				
Bud Light Lime	5356	24/12 OZ CAN 2/12					
Mix And Match 20 or more cases							
PULSED 7/2-8/5/17 8/20-9/9/17	Budweiser	1117	18/12 OZ LNNR	\$16.90	\$2.10	\$14.80	
	Bud Light	5317	18/12 OZ LNNR				
	Budweiser Select	2217	18/12 OZ LNNR				
	Select 55	2256	18/12 OZ LNNR				
	Budweiser	1118	18/12 OZ CAN				
	Bud Light	5318	18/12 OZ CAN				
	Budweiser Select	2218	18/12 OZ CAN				
	Select 55	2253	18/12 OZ CAN				

Promotional Dates	Brand	Item	Package	Reg Cost	Disc. Amt	Promo Cost
		Mix And Match 40 or more cases				
PULSED 8/6-8/19/17	Budweiser	1117	18/12 OZ LNNR	\$16.90	\$2.95	\$13.95
	Bud Light	5317	18/12 OZ LNNR			
	Budweiser Select	2217	18/12 OZ LNNR			
	Select 55	2256	18/12 OZ LNNR			
	Budweiser	1118	18/12 OZ CAN			
	Bud Light	5318	18/12 OZ CAN			
	Budweiser Select	2218	18/12 OZ CAN			
	Select 55	2253	18/12 OZ CAN			
		Mix And Match 1-6 cases				
PULSED 8/6-8/23/17 9/3-9/9/17	Bud Light Lime-A-Rita	5388	24/8 OZ CAN 2/12	\$24.10	\$0.95	\$23.15
	Bud Light Straw-Ber-Rita	5382	24/8 OZ CAN 2/12			
	Bud Light Cran-Ber-Rita	5395	24/8 OZ CAN 2/12			
	Bud Light Raz-Ber-Rita	5379	24/8 OZ CAN 2/12			
	Bud Light Mang-O-Rita	5295	24/8 OZ CAN 2/12			
	Bud Light Lemon-Ade-Rita	5283	24/8 OZ CAN 2/12			
	Bud Light Cherry-Ahh-Rita	5279	24/8 OZ CAN 2/12			
	Bud Light Grape-A-Rita	5278	24/8 OZ CAN 2/12			
	Bud Light Orange-A-Rita	5293	24/8 OZ CAN 2/12			
	Bud Light Peach-A-Rita	5289	24/8 OZ CAN 2/12			
	Bud Light Pomegranate-A-Rita	5410	24/8 OZ CAN 2/12			
		Mix And Match 7 or more cases				
	Bud Light Lime-A-Rita	5388	24/8 OZ CAN 2/12	\$24.10	\$2.80	\$21.30
	Bud Light Straw-Ber-Rita	5382	24/8 OZ CAN 2/12			
	Bud Light Cran-Ber-Rita	5395	24/8 OZ CAN 2/12			
	Bud Light Raz-Ber-Rita	5379	24/8 OZ CAN 2/12			
	Bud Light Mang-O-Rita	5295	24/8 OZ CAN 2/12			
	Bud Light Lemon-Ade-Rita	5283	24/8 OZ CAN 2/12			
	Bud Light Cherry-Ahh-Rita	5279	24/8 OZ CAN 2/12			
	Bud Light Grape-A-Rita	5278	24/8 OZ CAN 2/12			
	Bud Light Orange-A-Rita	5293	24/8 OZ CAN 2/12			
	Bud Light Peach-A-Rita	5289	24/8 OZ CAN 2/12			
	Bud Light Pomegranate-A-Rita	5410	24/8 OZ CAN 2/12			
		5-24 cases				
8/6-12/30/17	Stella Artois		18/11.2 OZ LNNR	\$21.75	\$1.80	\$19.95
		25 or more cases				
	Stella Artois		18/11.2 OZ LNNR	\$21.75	\$2.30	\$19.45