

DEPARTMENT OF BUSINESS AND PROFESSIONAL REGULATION

DIVISION OF ALCOHOLIC BEVERAGES AND TOBACCO
1940 NORTH MONROE STREET • TALLAHASSEE, FL32399-1022

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

Distributor THE LEWIS BEAR COMPANY Date March 30, 2017
Location Address 6120 Enterprise Drive License No. JDBW _____ KLD 27-00351
City Pensacola, FL 32505 Beginning Date April 10, 2017
Ending Date April 30, 2017
Notice No. 2017 - 37 Page 1 of 4 Date April 30, 2017
Counties Where Price is in Effect: Escambia, Santa Rosa, Okaloosa, Jackson, Washington, Walton, Holmes, Bay, Gulf, Calhoun, Franklin

PRICE PROMOTION

| BRAND NAME | SIZE AND PACKAGE | CASE QUANTITY | POSTED PRICE PER CASE | CASH PRICE AFTER POSTING |
|--------------------|----------------------|---------------|-----------------------|--------------------------|
| BUD LIGHT | 24/12oz 4/6 CAN/LNNR | 1 – 9 | 23.80 | 23.80 |
| BUDWEISER | 24/12oz 4/6 CAN/LNNR | 10+ | 21.60 | 23.80 |
| BUD SELECT | 24/12oz 4/6 LNNR | | | |
| SELECT 55 | 24/12oz 4/6 LNNR | | | |
| MICHELOB AMBERBOCK | 24/12oz 4/6 LNNR | 1 – 9 | 24.55 | 24.55 |
| MICHELOB | 24/12oz 4/6 LNNR | 10+ | 22.40 | 24.55 |
| MICHELOB LIGHT | 24/12oz 4/6 LNNR | | | |
| BUD LIGHT LIME | 24/12oz 4/6 LNNR | 1 – 9 | 24.55 | 24.55 |
| | | 10+ | 21.60 | 24.55 |
| BUD LIGHT PLATINUM | 24/12oz 4/6 LNNR | 1 – 9 | 24.55 | 24.55 |
| | | 10+ | 21.60 | 24.55 |

ALL CAN BE COMBINED FOR THE QUANTITY DISCOUNT

OFF PREMISE ACCOUNTS

Edward Koontz
Authorized Representative

Vice President
Title

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City Pensacola, FL 32505 Beginning Date April 10, 2017

Notice No. 2017 - 37 Page 4 of 4 Ending Date May 7, 2017

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PRICE PROMOTION

| <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> |
|-------------------|-------------------------|----------------------|------------------------------|---------------------------------|
| BUDWEISER | 24/8oz CAN | 1 – 19 | 12.30 | 13.25 |
| BUDLIGHT | 24/8oz CAN | 20+ | 11.40 | 13.25 |
| | | | | |
| BUDWEISER | 24/8oz 2/12 CAN | 1 – 9 | 13.10 | 13.60 |
| BUDLIGHT | 24/8oz 2/12 CAN | 10+ | 11.70 | 13.60 |
| | | | | |
| MICHELOB ULTRA | 24/8oz CAN | 1 – 19 | 12.70 | 14.35 |
| | | 20+ | 11.40 | 14.35 |
| | | | | |
| MICHELOB ULTRA | 24/8oz 2/12 CAN | 1 – 9 | 13.50 | 14.45 |
| | | 10+ | 11.70 | 14.45 |

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