



**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 Peace River Distributing Date 1/9/17  
 Location Address 9400 Piper Road License No. JDBW 1800498 KLD \_\_\_\_\_  
 City Punta Gorda, FL 33982 Beginning Date 1/9/17  
2017 - 003 Page 1 of 3 Ending Date Indefinitely

Charlotte, Glades, Desoto, and Boca Grande (in Lee County)

BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
<b>*See Attached</b>				
Credit customers add \$0.50 per case and \$2.50 per keg effective 9/12/16.				

**\*Off-Premise**

Andrew Kopczynski  
 Authorized Representative

Pricing and Promotions Coordinator  
 Title

Revised 1/9/17

Off Premise  
Front Line and  
Promotions Schedule



Off Premise Frontline Price & Promotion Schedule - 1st Quarter 2017

CHANGE	ITEM #	BRAND	PACKAGE	UPC #	BEGIN DATE	END DATE	QTY	FRONT LINE	DISC	PROMO PRICE	NOTES
<b>ANHEUSER-BUSCH INBEV - PREMIUM BRANDS</b>											
	11147	BUDWEISER	24/8 2/12 CAN	018200189814				\$13.60			Mix & Match w/ BUD/BDL 24/8 Can & MCU 24/8 2/12 Can
	53147	BUD LIGHT	24/8 2/12 CAN	018200179990				\$13.60			
End Date Change					9/12/16	10/2/16	20+	\$13.60	\$1.40	\$12.20	
Cancelled					11/7/16	2/12/17	20+	\$13.60	\$1.40	\$12.20	
New Promotion					3/6/17	4/2/17	10+	\$13.60	\$4.90	\$11.70	
New Promotion					2/13/17	3/12/17	10+	\$13.60	\$1.90	\$11.70	
New Promotion					3/13/17	7/9/17	20+	\$13.60	\$1.40	\$12.20	
<b>ANHEUSER-BUSCH INBEV - PREMIUM PLUS BRANDS</b>											
FLP Change	62006	BEST DAMN CHERRY COLA	24/12 4/6 LN	018200200120				\$30.30			FLP Change Effective 1/9/17
FLP Change	62001	BEST DAMN ROOT BEER	24/12 4/6 LN	018200200021				\$30.30			FLP Change Effective 1/9/17
Cancelled					3/6/17	3/12/17	16+	\$30.70	\$11.50	\$19.20	Mix & Match
	13935	GOOSE FALL SAMPLER	24/12 2/12 LN	736920111396				\$29.65			Mix & Match w/ Shock Top 24/12 2/12 LN
	13983	GOOSE SUMMER SAMPLER	24/12 2/12 LN	736920111396				\$29.65			
					9/12/16	3/31/17	14-55	\$29.65	\$3.40	\$26.25	
					9/12/16	3/31/17	56+	\$29.65	\$4.40	\$25.25	
	82461	SHOCK TOP	24/12 2/12 CAN	018200169991				\$27.75			Mix & Match w/ Goose Island 24/12 2/12 LN
	82460	SHOCK TOP	24/12 2/12 LN	018200159817				\$27.75			
	82391	SHOCK TOP GINGER	24/12 2/12 LN	018200199912				\$27.75			
	82371	SHOCK TOP LEMON	24/12 2/12 LN	018200209901				\$27.75			
	82374	SHOCK TOP SEASONAL SAMPLER	24/12 2/12 LN	018200179914				\$27.75			
	82387	SHOCK TOP SUMMER VARIETY	24/12 2/12 LN	018200179914				\$27.75			
	82381	SHOCK TOP TWISTED PRETZEL	24/12 2/12 LN	018200199912				\$27.75			
					9/12/16	3/31/17	14-55	\$27.75	\$3.15	\$24.60	
					9/12/16	3/31/17	56-111	\$27.75	\$4.15	\$23.60	
					9/12/16	3/31/17	112+	\$27.75	\$5.15	\$22.60	
<b>ANHEUSER-BUSCH INBEV - IMPORT BRANDS</b>											
	15307	BELGIAN SAMPLER	24/11.2 2/12 LN	018200209826				\$33.30			Mix & Match w/ Stella/Stella Cidre 24/12 2/12 LN & Leffe, Hoegaarden, Stella Artois, & Stella Cidre 24/12 4/6 LN/Can
End Date Change					1/2/17	1/22/17	14-199	\$33.30	\$5.80	\$27.50	
End Date Change					1/2/17	1/22/17	200+	\$33.30	\$6.80	\$26.50	
New Promotion					1/23/17	3/31/17	5-55	\$33.30	\$6.30	\$27.00	
New Promotion					1/23/17	3/31/17	56-111	\$33.30	\$6.90	\$26.40	
New Promotion					1/23/17	3/31/17	112+	\$33.30	\$7.55	\$25.75	
	14706	HOEGAARDEN	24/11.2 4/6 LN	786150000366				\$32.55			Mix & Match w/ Leffe, Stella Artois, & Stella Cidre 24/12 4/6 LN/Can & Stella, Stella Cidre, & Belgian Sampler 24/12 2/12 LN
					2/6/17	2/12/17	15-71	\$32.55	\$2.45	\$30.10	
End Date Change					9/12/16	1/22/17	72-111	\$32.55	\$5.80	\$26.75	
End Date Change					9/12/16	1/22/17	112+	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	4/23/17	56-111	\$32.55	\$6.15	\$26.40	
New Promotion					1/23/17	4/23/17	112-215	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	3/31/17	216+	\$32.55	\$8.09	\$24.46	
	14806	LEFFE BLONDE	24/11.2 4/6 LN	786150000304				\$32.55			Mix & Match w/ Hoegaarden, Stella Artois, & Stella Cidre 24/12 4/6 LN/Can & Stella, Stella Cidre, & Belgian Sampler 24/12 2/12 LN
	14807	LEFFE BROWN	24/11.2 4/6 LN	786150000748				\$32.55			
					2/6/17	2/12/17	15-71	\$32.55	\$2.45	\$30.10	
End Date Change					9/12/16	1/22/17	72-111	\$32.55	\$5.80	\$26.75	
End Date Change					9/12/16	1/22/17	112+	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	4/23/17	56-111	\$32.55	\$6.15	\$26.40	
New Promotion					1/23/17	4/23/17	112-215	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	3/31/17	216+	\$32.55	\$8.09	\$24.46	

ANHEUSER-BUSCH INBEV - IMPORT BRANDS											
	15006	STELLA ARTOIS	24/11.2 4/6 LN	786150000014				\$32.55			Mix & Match w/ Hoegaarden, Leffe, & Stella Cidre 24/12 4/6 LN/Can & Stella, Stella Cidre, & Belgian Sampler 24/12 2/12 LN
	15021	STELLA ARTOIS	24/11.2 4/6 CAN	786150002001				\$32.55			
End Date Change					9/12/16	1/22/17	72-111	\$32.55	\$5.80	\$26.75	
End Date Change					9/12/16	1/22/17	112+	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	4/23/17	56-111	\$32.55	\$6.15	\$26.40	
New Promotion					1/23/17	4/23/17	112-215	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	3/31/17	216+	\$32.55	\$8.09	\$24.46	
	15005	STELLA ARTOIS	24/11.2 2/12LN	786150000144				\$33.30			Mix & Match w/ Belgian Sampler & Stella Cidre 24/12 2/12 LN & Leffe, Hoegaarden, Stella Artois, & Stella Cidre 24/12 4/6 LN/Can
	15019	STELLA ARTOIS	24/11.2 2/12 CAN	786150000168				\$33.30			
	15008	STELLA ARTOIS	20/14.9 2/10 CAN	018200169953				\$33.30			
	15015	STELLA CIDRE	24/12 2/12 LN	018200239977				\$33.30			
End Date Change					1/2/17	1/22/17	14-199	\$33.30	\$5.80	\$27.50	
End Date Change					1/2/17	1/22/17	200+	\$33.30	\$6.80	\$26.50	
New Promotion					1/23/17	3/31/17	5-55	\$33.30	\$6.30	\$27.00	
New Promotion					1/23/17	3/31/17	56-111	\$33.30	\$6.90	\$26.40	
New Promotion					1/23/17	3/31/17	112+	\$33.30	\$7.55	\$25.75	
	15016	STELLA CIDRE	24/12 4/6 LN	001820024001				\$32.55			Mix & Match w/ Hoegaarden, Stella Artois, & Leffe 24/12 4/6 LN/Can & Stella, Stella Cidre, & Belgian Sampler 24/12 2/12 LN
					2/6/17	2/12/17	15-71	\$32.55	\$2.45	\$30.10	
End Date Change					9/12/16	1/22/17	72-111	\$32.55	\$5.80	\$26.75	
New Promotion					1/23/17	4/23/17	56-111	\$32.55	\$6.15	\$26.40	
New Promotion					1/23/17	4/23/17	112-215	\$32.55	\$6.80	\$25.75	
New Promotion					1/23/17	3/31/17	216+	\$32.55	\$8.09	\$24.46	
CRAFT BREW ALLIANCE											
	89039	KONA BIG WAVE	24/12 4/6 LN	796030114960				\$28.76			Mix & Match with Redhook & Widmer 4/6 LNs
	89051	KONA CASTAWAY IPA	24/12 4/6 LN	796030114939				\$28.76			
	82036	KONA FIREROCK	24/12 4/6 LN	796030114977				\$28.76			
	89056	KONA HANAIEI ISLAND STYLE IPA	24/12 4/6 LN	796030814914				\$28.76			
	89038	KONA KOKO BROWN	24/12 4/6 LN	796030314995				\$28.76			
	89045	KONA LEMONGRASS	24/12 4/6 LN	796030314995				\$28.76			
	89036	KONA LONGBOARD	24/12 4/6 LN	796030114946				\$28.76			
	89031	KONA PIPELINE PORTER	24/12 4/6 LN	796030313998				\$28.76			
End Date Change					1/2/17	2/12/17	15+	\$28.76	\$3.20	\$25.56	
End Date Change					12/30/17	2/12/17	25+	\$28.76	\$5.20	\$23.56	
					2/27/17	4/2/17	15+	\$28.76	\$3.20	\$25.56	