



**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 3/2/17  
 Location Address 9400 Piper Road License No. JDBW 1800498 KLD \_\_\_\_\_  
 City Punta Gorda, FL 33982 Beginning Date 3/13/17  
2017 - 034 Page 1 of 2 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 3/2/17

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>											
	11246	BUDWEISER	24/12 2/12 CAN	018200110474				\$22.50			
	11360	BUDWEISER	24/12 2/12 LN	018200007712				\$22.50			
	53246	BUD LIGHT	24/12 2/12 CAN	018200530470				\$22.50			
	53360	BUD LIGHT	24/12 2/12 LN	018200007699				\$22.50			
	13246	SELECT 55	24/12 2/12 CAN	018200169816				\$22.50			
	13360	SELECT 55	24/12 2/12 LN	018200159978				\$22.50			
					1/2/17	3/31/17	10+	\$22.50	\$0.95	\$21.55	Mix & Match
New Promotion					3/13/17	3/21/17	50+	\$22.50	\$4.70	\$17.80	Mix & Match w/ Rita Family 24/8 2/12, Bud Light Lime, Bud Light Platinum, & MixxTail 24/12 2/12 & BUD/BDL 24/16 3/8 RAL
	11044	BUDWEISER	24/16 6/4 CAN	018200005374				\$25.65			
	53044	BUD LIGHT	24/16 6/4 CAN	018200005381				\$25.65			
New Promotion					3/20/17	3/26/17	50+	\$25.65	\$6.50	\$19.15	Mix & Match
<b>ANHEUSER-BUSCH INBEV - PREMIUM PLUS BRANDS</b>											
	54248	BUD LIGHT LIME-A-RITA	24/8 2/12 CAN	018200199875				\$24.10			
	54295	BUD LIGHT LIME-A-RITA PICANTE	24/8 2/12 CAN	018200200236				\$24.10			
	54256	BUD LIGHT LIME CHERRY-AHH-RITA	24/8 2/12 CAN	018200229923				\$24.10			
	54288	BUD LIGHT LIME GRAPE-AHH-RITA	24/8 2/12 CAN	018200200229				\$24.10			
	54277	BUD LIGHT LIME LEMON-ADE-RITA	24/8 2/12 CAN	018200229923				\$24.10			
	54267	BUD LIGHT LIME MANG-O-RITA	24/8 2/12 CAN	018200229893				\$24.10			
	54282	BUD LIGHT LIME ORANGE-A-RITA	24/8 2/12 CAN	018200200465				\$24.10			
	54258	BUD LIGHT LIME PEACH-A-RITA	24/8 2/12 CAN	018200229923				\$24.10			
	54271	BUD LIGHT LIME RAZ-BER-RITA	24/8 2/12 CAN	018200229886				\$24.10			
	54244	BUD LIGHT LIME STRAW-BER-RITA	24/8 2/12 CAN	018200209932				\$24.10			
	54287	BUD LIGHT LIME WATER-MELN-RITA	24/8 2/12 CAN	018200229923				\$24.10			
					9/12/16	3/31/17	7+	\$24.10	\$2.80	\$21.30	
New Promotion					3/13/17	3/21/17	50+	\$24.10	\$6.30	\$17.80	Mix & Match w/ Bud Family, Bud Light Lime, Bud Light Platinum, & MixxTail 24/12 2/12 & BUD/BDL 24/16 3/8 RAL
	54250	BUD LIGHT LIME-A-RITA	15/25 CAN	018200958762				\$32.50			
	54293	BUD LIGHT LIME-A-RITA PICANTE	15/25 CAN	018200258367				\$32.50			
	54255	BUD LIGHT LIME CHERRY-AHH-RITA	15/25 CAN	018200255380				\$32.50			
	54289	BUD LIGHT LIME GRAPE-AHH-RITA	15/25 CAN	018200258336				\$32.50			
	54275	BUD LIGHT LIME LEMON-ADE-RITA	15/25 CAN	018200958373				\$32.50			
	54266	BUD LIGHT LIME MANG-O-RITA	15/25 CAN	018200255335				\$32.50			
	54283	BUD LIGHT LIME ORANGE-A-RITA	15/25 CAN	018200258688				\$32.50			
	54259	BUD LIGHT LIME PEACH-A-RITA	15/25 CAN					\$32.50			
	54270	BUD LIGHT LIME RAZ-BER-RITA	15/25 CAN	018200255311				\$32.50			
	54242	BUD LIGHT LIME STRAW-BER-RITA	15/25 CAN	018200958755				\$32.50			
	54285	BUD LIGHT LIME WATER-MELN-RITA	15/25 CAN	018200255380				\$32.50			
New Promotion					3/20/17	3/26/2017	10+	\$32.50	\$7.15	\$25.35	Mix & Match