



**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 5/17/17  
 Location Address 9400 Piper Road License No. JDBW 1800498 KLD \_\_\_\_\_  
 City Punta Gorda, FL 33982 Beginning Date 5/17/17  
2017 - 071 Page 1 of 1 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 5/17/17

Off Premise  
Front Line and  
Promotions Schedule



Off Premise Frontline Price & Promotion Schedule - 2nd 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			
	53147	BUD LIGHT	24/8 2/12 CAN	018200179990				\$13.60			
End Date Change					3/13/17	6/11/17	20+	\$13.60	\$1.40	\$12.20	
New Promotion					6/12/17	6/25/17	10+	\$13.60	\$1.90	\$11.70	Mix & Match w/ BUD/BDL 24/8 Can & MCU 24/8 2/12 Can
New Promotion					6/26/17	7/31/17	20+	\$13.60	\$1.40	\$12.20	
<b>ANHEUSER-BUSCH INBEV - PREMIUM PLUS BRANDS</b>											
	36247	MICHELOB ULTRA	24/8 2/12 CAN	018200189821				\$14.45			
End Date Change					3/13/17	6/11/17	20+	\$14.45	\$2.25	\$12.20	
New Promotion					6/12/17	6/25/17	10+	\$14.45	\$2.75	\$11.70	Mix & Match w/ BUD/BDL 24/8 Can & 24/8 2/12 Can
New Promotion					6/26/17	7/31/17	20+	\$14.45	\$2.25	\$12.20	
	88036	LAND SHARK LAGER	24/12 4/6 LN	018200129827				\$24.55			
					1/2/17	4/2/17	10-111	\$24.55	\$2.95	\$21.60	
					1/2/17	4/2/17	112+	\$24.55	\$4.30	\$20.25	
					4/3/17	4/16/17	10+	\$24.55	\$8.70	\$15.85	
End Date Change					4/17/17	6/25/17	10-111	\$24.55	\$2.95	\$21.60	Mix & Match w/ BUD Family, MAB, & MCL 4/6 LN
End Date Change					4/17/17	6/25/17	112+	\$24.55	\$4.30	\$20.25	
New Promotion					6/26/17	7/2/17	10+	\$24.55	\$8.70	\$15.85	
	88038	LAND SHARK LAGER	24/12 2/12 CAN					\$24.10			
	88037	LAND SHARK LAGER	24/12 2/12 LN	018200129988				\$24.10			
Discount Change					6/12/17	6/18/17	10+	\$24.10	\$4.20	\$19.90	Mix & Match w/ BASS, BCK Family, St. Pauli 24/12 2/12 LN & Becks 24/16 3/8 RAL
<b>ANHEUSER-BUSCH INBEV - IMPORT BRANDS</b>											
	14105	BASS ALE	24/12 2/12 LN	762274075312				\$24.10			
	14405	BECKS LIGHT	24/12 2/12 LN	082488128407				\$24.10			
	14505	BECKS OKTOBERFEST	24/12 2/12 LN	082488129404				\$24.10			
	14205	BECKS PILSNER	24/12 2/12 LN	082488123006				\$24.10			
	14211	BECKS SAPPHIRE	24/12 2/12 LN	018200199844				\$24.10			
	94360	ST PAULI GIRL	24/12 2/12 LN	080660959375				\$24.10			
Discount Change					6/12/17	6/18/17	10+	\$24.10	\$4.20	\$19.90	Mix & Match w/ LSL 24/12 2/12 LN & Becks 24/16 3/8 RAL