



**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 6/9/17  
 Location Address 9400 Piper Road License No. JDBW 1800498 KLD \_\_\_\_\_  
 City Punta Gorda, FL 33982 Beginning Date 6/18/17  
2017 - 077 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>   |                  |               |                       |                          |
|  |                  |               |                       |                          |
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|  |                  |               |                       |                          |
| 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

**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>      |        |                                 |                |              |            |           |        |            |         |             |   |
|   | 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    |         |             |   |
| End Date Change                                   |        |                                 |                |              | 6/22/17    | 7/4/17    | 50+    | \$22.50    | \$4.70  | \$17.80     | Mix & Match w/ Bud Family 24/12 3/8 RAL & Michelob Family 24/12 2/12 LN/Can |
| <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    |         |             |   |
|   | 54264  | BUD LIGHT LIME POMEGRANATE RITA | 24/8 2/12 CAN  | 018200229923 |            |           |        | \$24.10    |         |             | Add to Promotions Effective 6/18/17   |
|   | 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    |         |             |   |
|   |        |                                 |                |              | 5/29/17    | 6/25/2017 | 7+     | \$24.10    | \$2.80  | \$21.30     | Mix & Match w/ MixxTail 24/12 2/12 Can                                      |
| End Date Change                                   |        |                                 |                |              | 6/26/17    | 7/4/17    | 7-26   | \$24.10    | \$2.80  | \$21.30     | Mix & Match w/ MixxTail 24/12 2/12 Can                                      |
| End Date Change                                   |        |                                 |                |              | 6/26/17    | 7/4/17    | 27+    | \$24.10    | \$10.40 | \$13.70     |   |
|   | 88036  | LAND SHARK LAGER                | 24/12 4/6 LN   | 018200129827 |            |           |        | \$24.55    |         |             |   |
| End Date Change                                   |        |                                 |                |              | 4/17/17    | 6/25/2017 | 10-111 | \$24.55    | \$2.95  | \$21.60     | Mix & Match w/ BUD Family, MAB, & MCL 4/6 LN                                |
| End Date Change                                   |        |                                 |                |              | 4/17/17    | 6/25/2017 | 112+   | \$24.55    | \$4.30  | \$20.25     |   |
| New Promotion                                     |        |                                 |                |              | 6/26/17    | 7/2/2017  | 10+    | \$24.55    | \$8.70  | \$15.85     | Mix & Match w/ BUD Family, MAB, & MCL 4/6 LN                                |
|   | 41599  | MIC ULT FRUIT-LIME              | 24/12 2/12 CAN | 018200169847 |            |           |        | \$24.85    |         |             |   |
|   | 41389  | MICHELOB                        | 24/12 2/12 LN  | 018200008917 |            |           |        | \$24.85    |         |             |   |
|   | 76273  | MICHELOB AMBERBOCK              | 24/12 2/12 LN  | 018200019913 |            |           |        | \$24.85    |         |             |   |
|   | 43246  | MICHELOB LIGHT                  | 24/12 2/12 CAN | 018200430473 |            |           |        | \$24.85    |         |             |   |
|   | 43389  | MICHELOB LIGHT                  | 24/12 2/12 LN  | 018200008849 |            |           |        | \$24.85    |         |             |   |
|   | 96246  | MICHELOB ULTRA                  | 24/12 2/12 CAN | 018200069918 |            |           |        | \$24.85    |         |             |   |
|   | 36389  | MICHELOB ULTRA                  | 24/12 2/12 LN  | 018200059902 |            |           |        | \$24.85    |         |             |   |
|   | 35389  | MICHELOB ULTRA AMBER            | 24/12 2/12 LN  | 018200109874 |            |           |        | \$24.85    |         |             |   |
| End Date Change                                   |        |                                 |                |              | 6/22/17    | 7/4/17    | 50+    | \$24.85    | \$7.05  | \$17.80     | Mix & Match w/ Bud Family 24/12 2/12 LN/Can and 24/16 3/8 RAL               |
|   | 25010  | SPIKED SELTZER SAMPLER          | 24/12 2/12 CAN | 853897002271 |            |           |        | \$28.50    |         |             |   |
| New Promotion                                     |        |                                 |                |              | 6/26/17    | 7/30/17   | 5+     | \$28.50    | \$4.00  | \$24.50     |   |
| <b>BIG STORM BREWING</b>                          |        |                                 |                |              |            |           |        |            |         |             |   |
|   | 15626  | SURFLINE LAGER                  | 24/16 6/4 CAN  | 865050000239 |            |           |        | \$44.95    |         |             |   |
| New Promotion                                     |        |                                 |                |              | 6/18/17    | 10/1/17   | 3+     | \$44.95    | \$4.00  | \$40.95     |   |