

**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

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

Distributor: Southern Eagle Distributing, Inc. Date: 7/28/2017  
 Location Address: 5300 Glades Cut Off Road License No. JDBW 66-70 KLD  
 City: Fort Pierce, FL 34981 Beginning Date: 8/7/2017  
 Notice No. 2017 103 Page 1 of 1 Ending Date: 9/1/2017  
 Counties Where Price is in Effect: ST LUCIE, MARTIN, INDIAN RIVER, PALM BEACH, GLADES AND HENDRY

PRODUCT NUMBER	BRAND NAME	SIZE AND PACKAGE	CASE QUANTITY	POSTED PRICE PER CASE	CASH PRICE AFTER POSTING
	<b>VARIOUS</b>				
	<b>SENT PRICING PAGES</b>				
	<b>CHANGES ARE HIGHLIGHTED</b>				
	<b>NEW</b>				
	<b>ON &amp; OFF PREMISE</b>				
	<b>CREDIT CUSTOMERS ADD \$0.40 PER PACKAGE &amp; \$1.50 PER KEG</b>				

**DANE JONES**

Authorized Representative

**VICE PRESIDENT SALES**

Title



**SOUTHERN EAGLE DISTRIBUTING, INC.  
2017 OFF PREMISE PROMOTIONS**



7/28/2017 15:42	PRODUCT #	QD	FRONTLINE	DISC	PTR	JULY					AUGUST				SEPT		
						3	10	17	24	31	7	14	21	28	4	11	18
<b>3 DAUGHTERS</b>																	
4/6 CN M&M	4050, 4051, 4052, 4053, 4054	1+	\$30.00	\$2.00	\$28.00	6/25-7/22											
		30+	\$30.00	\$3.05	\$26.95	7/3-9/30											
<b>ANHEUSER - BUSCH / INBEV</b>																	
<b>BASS, BECKS, &amp; ST PAULI GIRL</b>																	
2/12 LN M&M W/ LANDSHARK & PRESIDENTE	1412, 1512, 1602, 1607, 1712, 1732, 5712	3+	\$24.10	\$0.95	\$23.15	7/3-9/30											
		10+	\$24.10	\$4.90	\$19.20	7/10-7/16				8/14-8/20		9/11-9/17					
		10+	\$24.10	\$4.20	\$19.90					8/14-8/20		9/11-9/17					
		56+	\$24.10	\$3.75	\$20.35	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8					
		112+	\$24.10	\$4.30	\$19.80	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8					
3/8/16 CAL M&M W/ LANDSHARK & PRESIDENTE	1617	3+	\$36.15	\$1.43	\$34.72	7/3-9/30											
		10+	\$36.15	\$7.35	\$28.80	7/10-7/16			8/14-8/20		9/11-9/17						
		56+	\$36.15	\$5.63	\$30.52	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8					
		112+	\$36.15	\$6.45	\$29.70	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8					
4/6 LN M&M W/ BUD FAM, LANDSHARK, LIME, MICH, & PLATINUM	1406, 1606, 5706	10+	\$24.55	\$2.95	\$21.60	7/3-8/27											
		112+	\$24.55	\$4.75	\$19.80	7/3-8/27											
4/6 LN	1606 *BECKS ONLY*	20+	\$24.55	\$8.70	\$15.85						8/28-9/3						
6/4 16OZ CN M&M W/ LIME, PLAT, ULTRA, SHK TP, RITAS, CHELADA & BEST DAMN FAM	1616	3+	\$28.00	\$3.10	\$24.90	7/3-9/30											
<b>BEST DAMN FAMILY</b>																	
4/6 16OZ CN	8851	1+	\$33.50	\$4.00	\$29.50	7/3-9/30											
4/6 LN M&M	8850, 8854	1+	\$30.30	\$0.60	\$29.70						8/28-9/3						
		15+	\$30.30	\$11.10	\$19.20						8/28-9/3						
<b>BODDINGTON PUB ALE</b>																	
6/4 16OZ CN	2416	1+	\$41.75	\$1.60	\$40.15	7/3-9/30											
<b>BUD, BUD LIGHT, SELECT, &amp; SELECT 55</b>																	
24/12 LN & CN M&M W/ LIME & ULTRA	105, 136, 205, 220, 1959	10+	\$22.60	\$1.85	\$20.75	7/3-9/30											
		45+	\$22.60	\$2.85	\$19.75	7/3-9/30											
		98+	\$22.60	\$4.85	\$17.75	7/3-9/30											
24/16 CN	127, 227	3+	\$27.60	\$4.65	\$22.95	7/3-9/30											
		30+	\$27.60	\$6.70	\$20.90	7/3-9/30											
20/16 CAL	150, 250	2+	\$23.00	\$3.25	\$19.75	7/3-9/30											
		22+	\$23.00	\$5.05	\$17.95	7/3-9/30											
		66+	\$23.00	\$5.55	\$17.45	7/3-9/30											
18/12 LN & CN	118, 137, 218, 221, 1918, 1919, 1953, 1958	20+	\$16.90	\$2.10	\$14.80		7/17-8/6			8/21-10/1							
		20+	\$16.90	\$2.95	\$13.95	7/3-7/16			8/7-8/20								
15/16 CN	108, 208	1+	\$15.00	\$1.50	\$13.50	7/3-9/30											
2/12 16 CAL	160, 260	1+	\$27.60	\$2.15	\$25.45	7/3-7/30											
2/12 LN & CN M&M	130, 154, 215, 254, 1912, 1952, 1955	10+	\$22.50	\$0.95	\$21.55	7/3-7/23						9/4-9/30					
2/12 LN & CN M&M W/ LIME, PLAT, & RITAS 2/12 CN & LN	130, 154, 215, 254, 1912, 1952, 1955	10+	\$22.50	\$0.95	\$21.55					8/24-9/3							
		50+	\$22.50	\$4.70	\$17.80					8/24-9/3							
4/6 LN & CN M&M W/ BASS, BECKS, LANDSHARK, LIME, PLAT, MICH, & SPG	116, 135, 207, 225, 1956	10+	\$23.80	\$2.20	\$21.60	7/3-8/27											
4/6 7OZ LN	117, 217	2+	\$14.35	\$1.35	\$13.00	7/3-9/30											
6/4 16 CN	114, 214	3+	\$25.65	\$3.00	\$22.65	7/3-9/30											
3/8 16 AL & CAL M&M	142, 165, 242	3+	\$27.60	\$2.15	\$25.45	7/3-9/30											
3/8 16 CN M&M	143, 243	3+	\$25.20	\$3.60	\$21.60	6/26-7/9			7/24-9/3					9/18-9/30			
3/8 16 CN M&M W/ ULTRA	143, 243	3+	\$25.20	\$3.60	\$21.60		7/10-7/23						9/4-9/17				
		25+	\$25.20	\$5.75	\$19.45		7/10-7/23						9/4-9/17				



LANDSHARK												
2/12 LN & CN M&M W/ BASS, BECKS, SPG & PRES	7312, 7318	1+	\$24.10	\$0.95	\$23.15	7/3-9/30						
		10+	\$24.10	\$4.90	\$19.20	7/10-7/16			8/14-8/20		9/11-9/17	
		10+	\$24.10	\$4.20	\$19.90				8/14-8/20		9/11-9/17	
		56+	\$24.10	\$1.95	\$22.15	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8
		112+	\$24.10	\$3.75	\$20.35	6/19-7/9	7/17-8/13			8/21-9/10		9/18-10/8
4/6 LN M&M W/ BASS, BECKS, BUD FAM, LIME, MICH, PLAT, & SPG	7306	10+	\$24.55	\$2.95	\$21.60	7/3-8/27						
		112+	\$24.55	\$4.30	\$20.25	7/3-8/27						
MICHELOB FAMILY												
24/12 LN & CN M&M W/ BUD FAM, SELECT, & LIME	4812, 4869	10+	\$24.10	\$1.90	\$22.20	7/3-9/30						
		45+	\$24.10	\$3.40	\$20.70	7/3-9/30						
18/12 LN & CN M&M W/ LIME & PLAT	418, 4818, 4819	5+	\$18.45	\$1.50	\$16.95	7/3-9/30						
		60+	\$18.45	\$2.60	\$15.85	7/3-9/30						
2/12 LN & CN M&M	373, 412, 473, 1165, 4824, 4830, 4863, 8815	5+	\$24.85	\$0.95	\$23.90	7/3-9/30						
		25+	\$24.85	\$7.05	\$17.80				8/24-9/3			
4/6 LN & CN M&M W/ BASS, BECKS, BUD, LANDSHARK, LIME, PLAT, & SPG	470, 8810	10+	\$24.55	\$2.15	\$22.40	7/3-9/30						
6/4 16 CN M&M W/ BCKS, BLL, GOOSE ISLD, PLAT, SHK TP, RITAS, CHELADA, & BEST DAMN FAM	4806	3+	\$28.00	\$3.10	\$24.90	7/3-9/30						
15/25 CN M&M W/ BUD, BL, & LIME	4846	3+	\$28.35	\$4.45	\$23.90	7/3-9/30						
3/8 16 CN	4868	2+	\$27.10	\$2.20	\$24.90	6/26-7/9		7/24-9/3				9/18-9/30
3/8 16 CN M&M W/ BUD FAM	4868	2+	\$27.10	\$2.20	\$24.90		7/10-7/23				9/4-9/17	
		25+	\$27.10	\$7.65	\$19.45		7/10-7/23				9/4-9/17	
3/8 16OZ CAL M&M W/ MICH FAMILY 12 PACKS	4863	5+	\$33.15	\$1.40	\$31.75	7/3-9/30						
PRESIDENTE												
2/12 LN PRESIDENTE M&M W/ BASS, BECKS, LANDSHARK & SPG	6320	3+	\$24.10	\$0.95	\$23.15	7/3-9/30						
		10+	\$24.10	\$4.90	\$19.20		7/24-7/30		8/28-9/3		9/25-10/1	
		56+	\$24.10	\$3.75	\$20.35	7/3-7/23		7/31-8/27			9/4-9/24	
		112+	\$24.10	\$4.30	\$19.80	7/3-7/23		7/31-8/27			9/4-9/24	
REDBRIDGE & WILD BLUE												
4/6 LN M&M	7406, 7656	28+	\$29.35	\$0.70	\$28.65	7/3-9/30						
RITA FAMILY & RITA SPLASH												
2/12 8OZ M&M LIME & PLATINUM	1804, 1805, 1810, 1866, 1875, 1880, 1887, 1892, 1896	1+	\$24.10	\$0.95	\$23.15	7/3-7/23					9/4-9/30	
		7+	\$24.10	\$2.80	\$21.30	7/3-7/23					9/4-9/30	
2/12 8OZ CN M&M BUD FAM, LIME, & PLATINUM 2/12 CN & LN	1804, 1805, 1810, 1866, 1875, 1880, 1887, 1892, 1896	1+	\$24.10	\$0.95	\$23.15					8/24-9/3		
		7+	\$24.10	\$2.80	\$21.30					8/24-9/3		
		50+	\$24.10	\$6.30	\$17.80					8/24-9/3		
6/4 & 4/6 16OZ CN M&M W/ PLAT, BCKS, LIME, ULTRA, SHK TOP, CHELADA & BEST DAMN FAM	1802, 1809, 1853, 1861, 1867, 1877, 1882, 1886, 1891, 1899	2+	\$37.50	\$7.70	\$29.80	7/3-9/30						
4/6 LN - SPLASH	1983	1+	\$28.76	\$1.61	\$27.15	7/3-9/30						
SHOCK TOP												
24/12 LN PREPRINT M&M	8411, 8431, 8433, 8425	56+	\$27.75	\$8.05	\$19.70	7/3-9/30						
4/6 LN M&M W/ KIRIN FAM	8400, 8403, 8405, 8406, 8408, 8418, 8421	1+	\$27.75	\$0.65	\$27.10	7/3-9/30						
		20+	\$27.75	\$1.65	\$26.10	7/3-9/30						
		56+	\$27.75	\$2.65	\$25.10	7/3-9/30						
		112+	\$27.75	\$3.65	\$24.10	7/3-9/30						
2/12 LN M&M W/ INBEV 2/12 & 4/6 & GOOSE 2/12 LN	8395, 8399, 8404, 8412, 8419, 8420, 8437	1+	\$27.75	\$2.10	\$25.65	7/3-10/22						
		14+	\$27.75	\$3.15	\$24.60	7/3-10/22						
		56+	\$27.75	\$4.15	\$23.60	7/3-10/22						
		112+	\$27.75	\$5.15	\$22.60	7/3-10/22						
6/4 16OZ CN M&M BECKS, LIME, PLAT, ULTRA, GS ISLD, RITAS, CHELADA & BEST DAMN	8398, 8401, 8422, 8424, 8428, 8429	3+	\$33.50	\$8.60	\$24.90	7/3-9/30						
STELLA, BEGLIAN SAMPLER, HOEGAARDEN, & LEFFE												
24/14.9 C	5524	1+	\$35.40	\$4.90	\$30.50	7/3-9/30						
12/22.4OZ LN	5522	1+	\$27.20	\$1.25	\$25.95	7/3-9/30						



