

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: 8/16/2017
 Location Address: 5300 Glades Cut Off Road License No. JDBW 66-70 KLD
 City: Fort Pierce, FL 34981 Beginning Date: 8/25/2017
 Notice No. 2017 110 Page 1 of 1 Ending Date: 10/1/2017
 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
	VARIOUS				
	SENT PRICING PAGES				
	CHANGES ARE HIGHLIGHTED				
	NEW				
	OFF PREMISE				
	CREDIT CUSTOMERS ADD \$0.40 PER PACKAGE & \$1.50 PER KEG				

DANE JONES

Authorized Representative

VICE PRESIDENT SALES

Title



SOUTHERN EAGLE DISTRIBUTING, INC.
2017 OFF PREMISE PROMOTIONS



8/16/2017 16:44	PRODUCT #	QD	FRONTLINE	DISC	PTR	JULY					AUGUST				SEPT			
						3	10	17	24	31	7	14	21	28	4	11	18	25
10 BARREL																		
15/25 CN M&M W/ BUD FAM, LIME, & ULTRA	8760	1+	\$28.35	\$4.45	\$23.90										8/1-9/10			
15/25 CN M&M W/ BUD FAM, LIME, & ULTRA	8760	1+	\$29.40	\$4.45	\$24.95												9/11-12/31	
3 DAUGHTERS																		
4/6 CN M&M	4050, 4051, 4052, 4053, 4054	1+	\$30.00	\$2.00	\$28.00	6/25-7/22									8/27-9/23			
		30+	\$30.00	\$3.05	\$26.95	7/3-9/30												
ANHEUSER - BUSCH / INBEV																		
BASS, BECKS, & ST PAULI GIRL																		
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	\$4.20	\$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+	\$32.15	\$7.35	\$24.80	7/10-7/16							8/14-8/20			9/11-9/17		
		56+	\$32.15	\$5.63	\$26.52	6/19-7/9	7/17-8/13					8/21-9/10			9/18-10/8			
		112+	\$32.15	\$6.45	\$25.70	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				
4/6 LN M&M	1406, 1606, 5706	10+	\$24.55	\$2.50	\$22.05											9/4-9/10		
		112+	\$24.55	\$4.75	\$19.80											9/4-9/10		
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												
BEST DAMN FAMILY																		
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				
		7+	\$30.30	\$11.10	\$19.20									8/28-9/3				
BODDINGTON PUB ALE																		
6/4 16OZ CN	2416	1+	\$41.75	\$1.60	\$40.15	7/3-9/30												
BUD, BUD LIGHT, SELECT, & SELECT 55																		
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												
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												
		63+	\$27.60	\$7.85	\$19.75									8/25-9/30				
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 LN M&M W/ GOOSE ISLAND	13311, 13313, 13314	1+	\$30.90	\$1.75	\$29.15	7/3-9/30														
		25+	\$30.90	\$3.20	\$27.70	7/3-9/30														
	13311, 13314	56+	\$30.90	\$4.20	\$26.70	7/3-9/30														
2/12 LN M&M W/ INBEV 2/12 & 4/6 & SHOCK TOP 2/12 LN	7202	1+	\$29.65	\$2.55	\$27.10	7/3-9/30														
		14+	\$29.65	\$3.40	\$26.25	7/3-9/30														
		56+	\$29.65	\$4.40	\$25.25	7/3-9/30														
6/4 16OZ CN M&M W/ BCKS, BLL, ULT, PLAT, SHK TP, RITAS, CHELADA, & BEST DAMN FAM	7143	3+	\$31.95	\$7.05	\$24.90	7/3-9/30														
KIRIN FAMILY																				
4/6 LN M&M W/ SHOCK TOP	3891, 5891	3+	\$27.75	\$0.65	\$27.10	7/3-10/22														
		10+	\$27.75	\$4.25	\$23.50	7/3-10/22														
15/22OZ LN	3822	1+	\$28.35	\$4.45	\$23.90	7/3-9/30														
15/25OZ CN	3825	1+	\$28.35	\$4.45	\$23.90	7/3-9/30														
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	\$4.20	\$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																				

