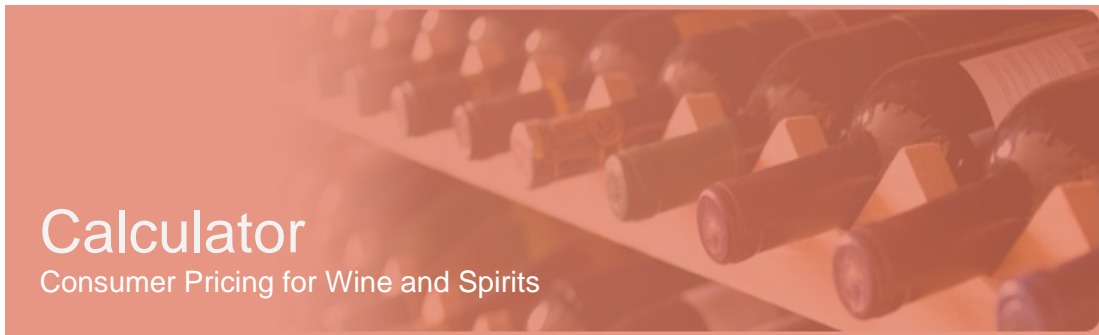




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## INTRODUCTION

Consumer shelf price is automatically calculated based upon user inputs (enter user defined values in green cells; orange text is a calculator based upon your input).

## BACKGROUND ASSUMPTIONS

Brand Information			Enter information in green cells
Container size (ml)	750		
ABV	12.0%		
Case Size (number bottles)	12		
Type	Wine - Still		
State Entering	General		

## PRICING INFORMATION - BY THE BOTTLE AND CASE

Pricing Information	Bottle	Case
COGS	\$ 5.00	\$ 60.00
Federal Excise Tax (FET)	\$ 0.21	\$ 2.52
<b>TOTAL: Production COST</b>	<b>\$ 5.21</b>	<b>\$ 62.52</b>
Supplier/Importer Sales Margins		
Profit (as % of FOB Price)	45%	45%
<b>TOTAL: per unit PROFIT</b>	<b>\$ 4.26</b>	<b>\$ 51.15</b>
<b>FOB Price to Wholesaler</b>	<b>\$ 9.47</b>	<b>\$ 113.67</b>
Wholesale Level Information		
Wholesaler mark-up (as percentage)	35%	35%
Shipping to wholesaler, est.	\$ 0.21	\$ 2.50
State-Level Tax Information		
State Taxes (Excise etc.)	\$ 0.67	\$ 8.04
<b>TOTAL: FOB to Retail</b>	<b>\$ 13.67</b>	<b>\$ 164.00</b>
Retail Level Information		
Retailer mark-up (as percentage)	35%	35%
Retail Tailer Tax Information, if relevant		
On- or Off-Premise	IGNORE	
On- or Off-Premise Retail Tax	\$ -	\$ -

## CONSUMER SHELF PRICE (ESTIMATED)

Consumer Shelf Price (estimated)	\$ 18.45	\$ 221.40
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This document is intended to provide an overview for states across the country. It is not intended to provide specific advice. All information is provided 'as is' and without warranties. Certain information, especially regarding control states and their mandated markups, is not included. All information may change over time.