



# BOTTOM LINE

Bottom Line- We need to think like a retailer- Because We Are! YOUR Cost \$16.67

- 25% Mark Up = \$20.84 (losing money)
- 30% Mark Up = \$21.67 (losing money –maybe squeak out a nickel!?)
- 40% Mark Up = \$23.34 Marginally Profitable
- 50% Mark Up = \$25.01 Sustainably Profitable

Can you get more?

If you are selling any bottle of red wine for less than \$22.00 you are losing money, GUARANTEED\* (\*assumes 7,000 or fewer cases annual production)

How good does the wine taste??



## Bottle vs Glass

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Bottle of cuve sold for  $65 - 18 = \$47$  profit

Bottle of cuvee sold with wine club discount  $48.75 - 18 = \$30.75$  profit

Cuvee sold by the glass at \$17 dollars  $17 \times 5 = 85$   $85 - 18 = \$67$  profit

Cuvee sold by the glass at  $12.75 \times 5 = 63.75$   $63.75 - 18 = 45.75$

AVG Bottle price = \$40.7 (25oz) (126% RETURN)

AVG Glass price =  $10.5 \times 5 = \$52.5$  (25oz) (191.6% RETURN)



## Tasting Profits

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20 tasting 7oz =  $20/7=2.86$  per oz x 25=\$71.5 (a little over every 3 tastings) (297% RETURN)

\$40 tasting 7oz =  $40/7=5.71$  per oz x 25=\$142.75  
(Reserve wines) (693% RETURN)

\$50 tasting 10oz = 5 per oz x 25=\$125 (3 wines being poured are cheaper) (594%)

Also, guests either buy tons of bottles to go at full price, or join the wine club.



## Flights are FUN tastings are EXPERIENCES

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We are all in agreement that flights are not necessarily the best way to sell wine... RIGHT?

If you are to do flights at a table you have instantly brought the average tab price down. They will treat the flight as if it is their bottle of wine.

Also, you have to bring out more glasses instead of using just one or two.

In addition, guests do not appreciate the wine as much if someone is not describing them in depth.



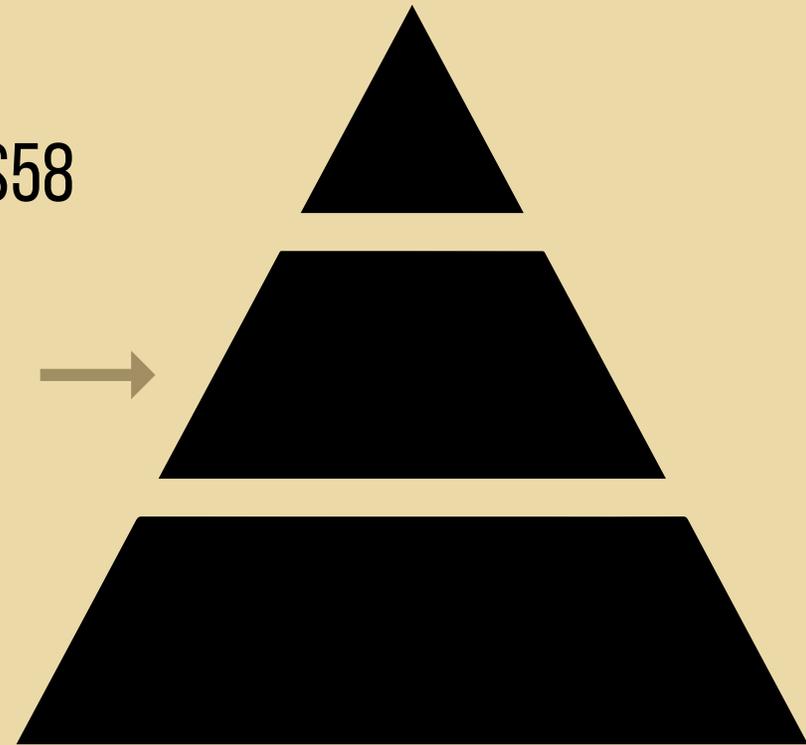
# LABEL PYRAMID @



\$\$\$ WATCHMAN, METHODE CHIMPANZEE- \$48-\$58

\$\$ PEA RIDGE RED, VARIETAL WINES- \$28-\$35

\$ LOCO LULU BRAND, PEA RIDGE  
WHITE- \$23-\$25





# PARKER-BINNS *Vineyard*



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VINEYARDS & WINERY

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# Q&A!



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A bottle of wine contains more philosophy than all the books in the world.

LOUIS PASTEUR