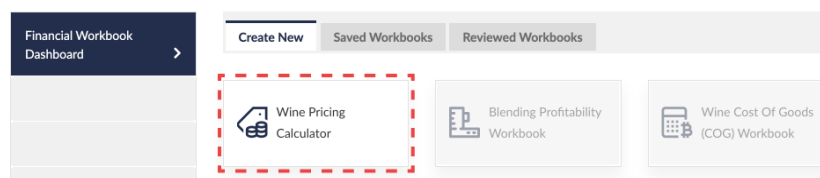
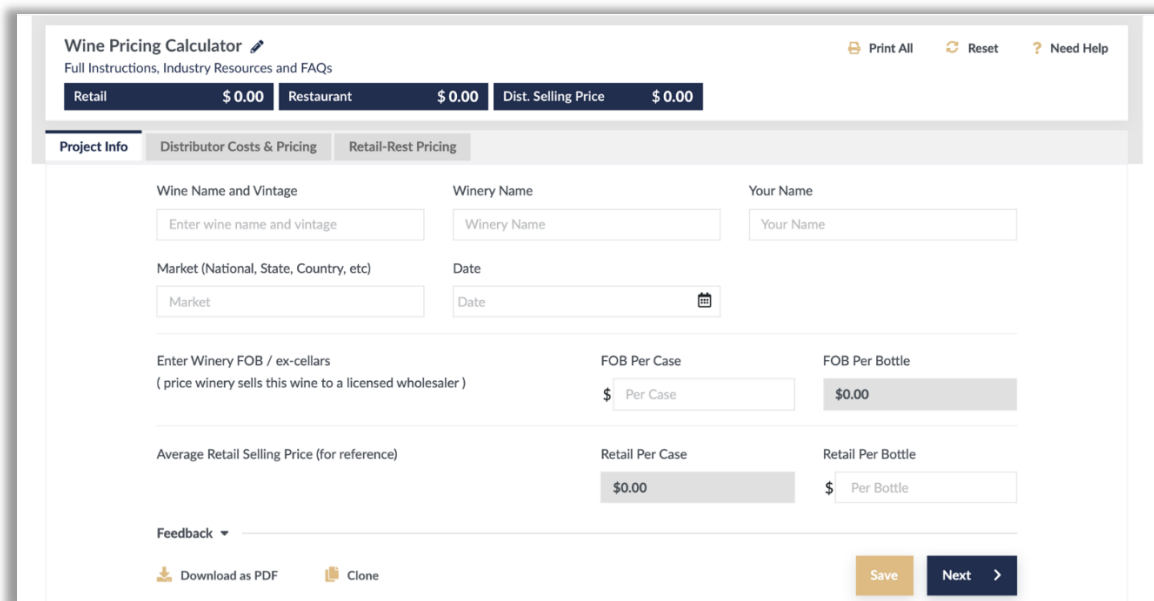


## Wine Pricing Calculator - Workbook Tutorial for the 2019 IWBI

The purpose of this workbook is to create pricing workups for individual wines. Make sure to name your project accordingly by selecting the pencil icon (edit) next to the WINE PRICING CALCULATOR workbook title at the top of the page. You can re-access the workbook by logging back into your account, go to the Financial Workbooks tab as highlighted, then select **Saved Workbooks**. Your workbook will appear in the list and you can open it from here.



### Project Info Tab



The screenshot shows the 'Wine Pricing Calculator' interface. At the top, there are tabs for 'Retail' (\$0.00), 'Restaurant' (\$0.00), and 'Dist. Selling Price' (\$0.00). Below this is the 'Project Info' tab, which contains the following fields:

- Wine Name and Vintage:
- Winery Name:
- Your Name:
- Market (National, State, Country, etc):
- Date:
- Enter Winery FOB / ex-cellars (price winery sells this wine to a licensed wholesaler):
- FOB Per Case:
- FOB Per Bottle:
- Average Retail Selling Price (for reference):
- Retail Per Case:
- Retail Per Bottle:

At the bottom, there are buttons for 'Download as PDF', 'Clone', 'Save', and 'Next'.

1. Workbook Title. Click on Pencil Icon next to Edit Workbook Name – please include your team ID and name of you wine: MSU01 Red Blend for example (top left of page).
2. Full instructions, Industry Resources and FAQs – live link to support page.
3. Click on TABS to preview content and navigate through the workbook.
4. Enter Wine Name and Vintage, Winery Name, Your Name, Market, Date
5. Enter Expected FOB per Case and expected Retail per bottle.
6. You will begin to see values change in top information bar as you enter more information
7. Click Save or Next to continue to Distributor Costs worksheet

At any time in any workbook, you may use **Download as PDF**, **Clone**, **Print All**, **Reset**, or **Need Help** functions.

## Distributor Costs & Pricing Tab

On this page you will enter basic information for transportation costs, broker/importer fees (optional), taxes and then the markup added to the wine by a wholesale distributor.

**Wine Pricing Calculator** Full Instructions, Industry Resources and FAQs

Retail \$ 0.00
Restaurant \$ 0.00
Dist. Selling Price \$ 0.00

[Print All](#)
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[Need Help](#)

Project Info **Distributor Costs & Pricing** Retail-Rest Pricing

1	<input type="text" value="\$0.00"/>	Winery FOB/ex-cellar selling price to distributors/wholesalers
2	<input type="text" value="Enter %"/> %	OPTIONAL:Broker or importer commission paid by producer (state/regional or export brokers, as %)
3	<input type="text" value="\$0.00"/>	Amount of commission (as \$, for budgeting reference, does not affect total)
4	<input type="text" value="\$ Consolidation, freight"/>	Consolidation, freight, insurance (\$)
5	<input type="text" value="\$0.00"/>	Subtotal
6	<input type="text" value="Enter %"/> %	OPTIONAL:Importer/broker fee on landed cost of goods (typically 10-25%)(Applied to FOB)
7	<input type="text" value="Commission %"/> %	OPTIONAL:Broker or importer commission paid by distributor (Applied to FOB)
8	<input type="text" value="\$ Additional costs,taxe"/>	OPTIONAL:Additional costs, taxes or duties paid by wholesaler/distributor <b>International Import/Export Requirements</b>
9	<input type="text" value="\$0.00"/> <input type="text" value="Aver"/> %	state AND/OR local taxes/Duties
10	<input type="text" value="\$ Per Case"/>	Flat \$\$ state or local tax per Case (If per gallon, multiply by 2.38) <span style="float: right;">Wine tax rates by state</span>
11	<input type="text" value="\$0.00"/>	Total taxes total per case
12	<input type="text" value="\$0.00"/>	Distributor landed (or laid-in) cost of goods (\$)
13	<input type="text" value="Enter %"/> %	Distributor markup (typical range is 1.4-1.6)
14	<input type="text" value="0.00%"/>	Distributor margin per case (%)
15	<input type="text" value="\$0.00"/>	Distributor margin per case (dollars)
16	<input type="text" value="\$0.00"/>	Distributor to licensee front line (undiscounted) case price
17	<input type="text" value="\$0.00"/>	Distributor to licensee front line (undiscounted) bottle price

Feedback ▼

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### Required fields

- Line 4: consolidation, freight and insurance: depending on distance and volume (small volume - single pallet consolidated with wines from other wineries, large volume and entire container of 800-1200 cases) this can range anywhere from \$8 per case to \$20 or more. You will want to enter an estimated amount for distribution in the US.
- Line 10: estimated average amount for state taxes.
- Line 13: distributor markup (typically between 30-50%) keeping in mind that the higher the profit for the distributor the more likely they are to prioritize selling your wine.

At any time in any workbook, you may use **Download as PDF**, **Clone**, **Print All**, **Reset**, or **Need Help** functions.

## Retail-Restaurant Pricing Tab

**Wine Pricing Calculator**

Full Instructions, Industry Resources and FAQs

Print All   Reset   Need Help

Retail   **\$0.00**

Restaurant   **\$ 0.00**

Dist. Selling Price   **\$ 0.00**

Project Info

Distributor Costs & Pricing

**Retail-Rest Pricing**

**Distributor Pricing**

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- 1      Distributor front line (undiscounted) price from US Distribution Worksheet
- 2      Distributor front line bottle price
- 3    %   OPTIONAL: distributor average discount to key retail and restaurant accounts
- 4   **\$0.00**   Net licensee bottle cost from distributor to licenced retail or restaurant

**Retail Pricing**

---

- 5      Enter typical retail mark-up, 1.33 is typical
- 6      Retail margin ENTER %
- 7   **\$0.00**   Retail Shelf Price Per Bottle (average selling price price consumer pays in store)

**Restaurant Pricing**

---

- 8      Enter restaurant mark-up, 2-4 times is typical
- 9      Restaurant margin
- 10      Restaurant cost of goods sold
- 11   **\$0.00**   Restaurant Wine List Selling Price Per Bottle

Feedback ▾

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### Required fields

- Line 5: Enter a Retail Markup to estimate selling price in a retail store (range from 1.15 for large volume “big box” and club stores, to 1.5 for specialty or smaller retail stores).
- Line 8: Restaurant Markup can vary between 2 to 4 times their cost to establish the selling price on a wine list.
- Click Save once finished.

**Remember to explain your distribution strategies, potential accounts, and pricing rationale in your Business Plan!**

At any time in any workbook, you may use **Download as PDF, Clone, Print All, Reset, or Need Help** functions.