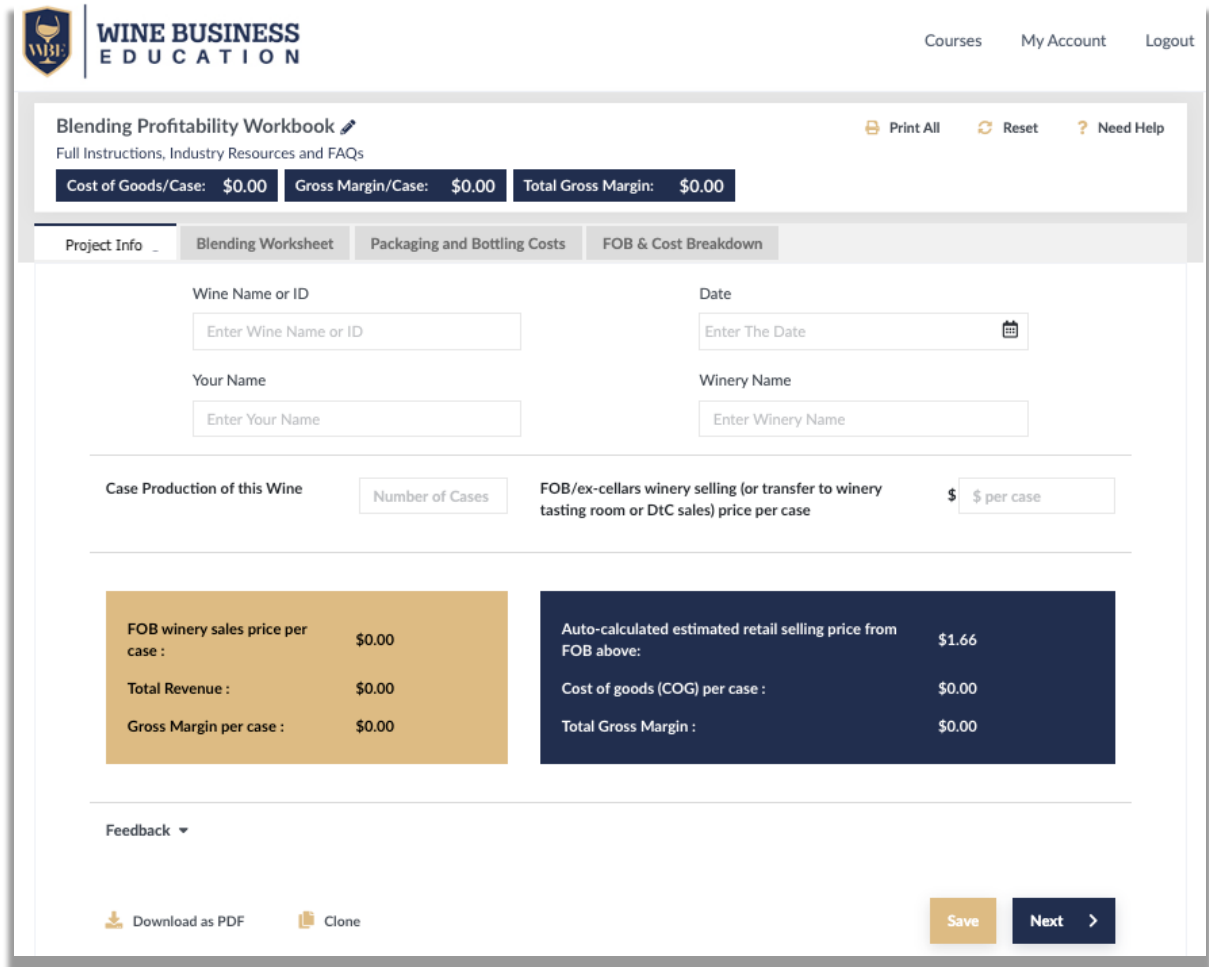


Blending Profitability Workbook Tutorial

The purpose of this workbook is to guide users through the process of blending a wine using existing material (term for wine, either in winery inventory or purchased in bulk, that is fermented and not yet bottled). Keep in mind that additional treatments and processing may be done after the final wine is blended, but before bottling, and these costs are added at the end of the Blending Worksheet (after blend is assembled).



Project Info Tab

1. As with all workbooks, first name your project: Select the pencil icon next to the Blending Profitability Workbook title in the upper left corner, enter project name and then SAVE.
2. Enter the Name, ID or control number of the wine you are creating (including the vintage if applicable) plus the Date, Your Name and Winery Name.
3. Enter the number of cases you plan to produce for this specific blend. Also enter the projected winery FOB/ex-cellars price (this is the amount the winery sells the product to a distributor, account direct, or the amount charged via internal transfer price to the tasting room or wine club).

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

For use with Wine Business Education financial calculators and online learning resources.

Blending Profitability Workbook [Full Instructions, Industry Resources and FAQs](#) [Print All](#) [Reset](#) [Need Help](#)

Cost of Goods/Case: **\$0.00** Gross Margin/Case: **\$0.00** Total Gross Margin: **\$0.00**

Portfolio Pricing **Blending Worksheet** Packaging and Bottling Costs FOB & Cost Breakdown

Total case production from previous page

Wine 1

Wine name or ID	% of blend	\$ cost/gal
<input type="text" value="Wine Name or ID"/>	<input type="text" value="0%"/>	<input type="text" value="\$0"/>
Bulk wine - gallons needed (2.38 gallons per case)	<input type="text" value="0.00"/>	
Cost per case (2.38 gallon case equivalent)	<input type="text" value="\$0.00"/>	
WINE 1 TOTAL COST	<input type="text" value="\$0.00"/>	<input type="text" value="\$0"/>

[Add Add'l Lot](#)

TOTAL COST

1 This field must equal 100%!	<input type="text" value="0%"/>	
2 Total cost of bulk wine	<input type="text" value="\$0.00"/>	
3 Total cost of bulk wine per case	<input type="text" value="\$0.00"/>	
4 Transportation, additional aging and storage	<input type="text" value="\$0.00"/>	CLICK FOR TTB TAX DETAILS
5 Transportation and storage (cost per case)	<input type="text" value="\$ cost per case"/>	
6 Additional winemaking, analysis, cellaring and aging (cost per case)	<input type="text" value="\$ cost per case"/>	
7 Subtotal: Transportation, storage and additional winemaking	<input type="text" value="\$0.00"/>	
8 State and federal taxes per gallon (case)	<input type="text" value="\$0"/>	<input type="text" value="\$ cost per case"/>
9 Subtotal per case	<input type="text" value="\$0.00"/>	
10 Total processing, aging and storage	<input type="text" value="\$0.00"/>	

TOTAL COST FINISHED WINE **\$ 0.00**

COST PER CASE **\$ 0.00**




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Blending Worksheet Tab

1. This worksheet is for entering the cost PER GALLON of the components of your blend.
2. Enter the WINE NAME OR ID – the variety or type, or a control number for the material.
3. Enter the % of this wine to be used in the total blend (line 1 under TOTAL COST should equal 100% when all wines are added).
4. Enter the cost per gallon of the material.
5. Additional wines can be added as needed using the ADD ADD'L LOT button.
6. LINE 1 must = 100%
7. LINES 5 & 6: Add any additional costs for transportation, treatments, handling, storage and/or taxes that may apply.
8. Click on [CLICK FOR TTB TAX DETAILS](#) to access current US tax table.

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Full Instructions, Industry Resources and FAQs

Cost of Goods/Case: **\$0.00** Gross Margin/Case: **\$0.00** Total Gross Margin: **\$0.00**

Portfolio Pricing Blending Worksheet **Packaging and Bottling Costs** FOB & Cost Breakdown

Enter EITHER cost per case of packaging OR individual costs

1 Finished wine cost per case from previous page

2 Total per case packaging cost (bottles, case, closure, labels) \$

OR enter individual packaging costs:

3 Bottles or other containers \$

4 Corks, screwcaps or other closures \$

5 Capsules per bottle \$

6 Labels \$

7 Boxes and/or box graphics (boxes may be included with cost of bottles) \$

8 Additional packaging costs (wooden boxes, tissue wrap, etc.) \$

9 Packaging cost per case

10 COLA, design and additional packaging expenses \$

11 \$ Bottling/filling cost per case including additions or treatments

12 Additional bottling line setup or changeover fee \$

13 Additional packaging and/or bottling costs \$


14 Total case cost of packaging materials, bottling and treatments



15 Total bottle cost of packaging materials, bottling and treatments

TOTAL COST OF MATERIALS AND BOTTLING **\$ 0.00**

TOTAL COST INCLUDING WINE, PACKAGING AND BOTTLING **\$ 0.00**

FINISHED COST OF GOODS (COG) PER CASE **\$ 0.00**

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Packaging and Bottling Costs Tab

The most important thing is to decide whether you want to:

1. enter a TOTAL PER CASE cost (line 2) or

2. do an itemized workup (lines 3-9).

LINE 10: Certificate of Label Approval (COLA) costs and any additional design or packaging costs are entered as a TOTAL number on line 10.

LINES 11-13: Bottling costs can be provided by crush facility, mobile bottling company or can be provided by your accountant (or your best guesstimate) if you operate your own bottling line.

TOTAL on this page is your FINISHED COST OF GOODS.

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Blending Profitability Workbook

Full Instructions, Industry Resources and FAQs

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Cost of Goods/Case: \$0.00

Gross Margin/Case: \$0.00

Total Gross Margin: \$0.00

Portfolio Pricing

Blending Worksheet

Packaging and Bottling Costs

FOB & Cost Breakdown

Unallocated Cost of Finished Goods \$ 0.00

	Cost of Finished Goods Breakdown	% of total	\$ per Case	Total Costs/Margin
1	Wine	0.00%	\$0.00	\$0.00
2	Additional treatments	0.00%	\$0.00	\$0.00
3	Packaging	0.00%	\$0.00	\$0.00
4	Cost of finished goods	0.00%	\$0.00	\$0.00
5	GROSS MARGIN (FOB selling price less cost of goods)		\$0.00	\$0.00

Preliminary retail pricing calculation pricing forecaster*

6	Winery FOB/ex-cellars price	\$0.00
7	Total winery revenue for this wine (FOB times case production)	\$0.00
8	Distributor selling price (freight, landed cost X 1.5 markup to licenced resellers: on-premise and off-premise)	\$10.00
9	Estimated retail shelf selling price after 33% retail markup (25% margin)	\$1.66

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FOB & Costs Breakdown

This page displays the summary of all your costs and determines your FOB price, Total Revenue and Gross Profit Margin for the inputs you have provided. You can use the CLONE function to keep this workbook (make sure to name/rename the new version accordingly) and create a new project – all of the previous inputs will be transferred to the new workbook and then you can simply change the percentages and /gallon costs to run comparative scenarios.

The Preliminary retail pricing forecaster provides an estimated RETAIL selling price for your wine, use the **Wine Pricing Calculator** (MY ACCOUNT > Financial Workbook Dashboard) to conduct a detailed pricing workup.

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

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