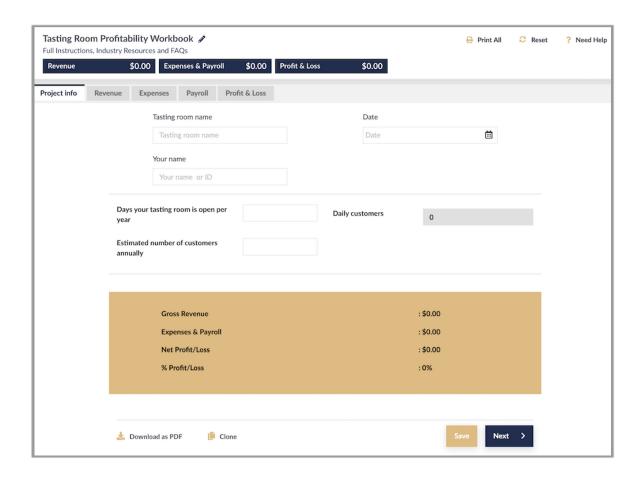


Tasting Room Profitability - Workbook Tutorial

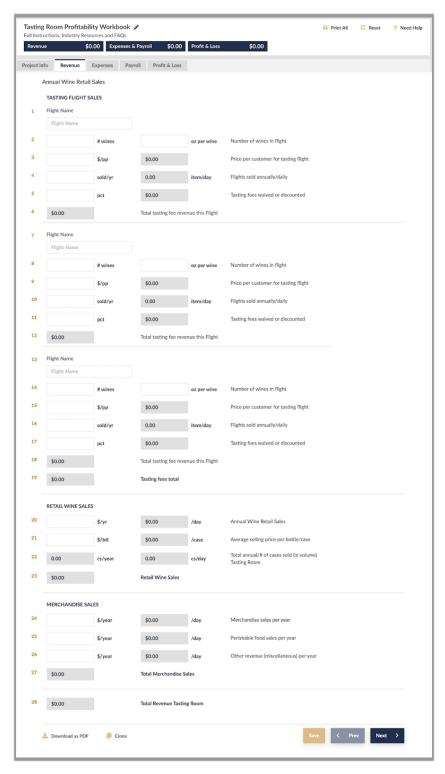
The purpose of the Tasting Room Profitability Workbook is to explore the various revenue opportunities, and associated costs, to better realize the potential and optimize the profitability of your tasting room. Users can develop their primary P&L and then evaluate the impact on the bottom line of changing primary forecasting inputs, thereby creating benchmarks and setting goals for running a successful tasting room operation.



Project Info Tab

- 1. Workbook Title. Click on Pencil Icon next to Edit Workbook Name
- 2. Full instructions, Industry Resources and FAQS this will link you to a resources and support page.
- 3. Click on TABS to preview content and navigate through the workbook.
- 4. Enter Tasting Room Name, Date and Your Name.
- 5. Click Save or Next to continue to Revenue worksheet.





Revenue Tab

You can create financials for up to 3 different tasting flights

- 1. LINE 1: Name the flight (ie Standard Tasting, Reserve Tasting, etc.).
- LINE 2: number of wines are served in the flight and how many ounces poured of each wine.
- 3. LINE 3: price charged for the flight.
- 4. LINE 4: how many flights you forecast selling per year.
- LINE 5: option to account for discounts or waiving tasting fee for VIP, wine club signups, 'tasting free with case purchase' and other incentives.

Repeat above for additional tasting flights.

Retail Wine Sales

This section is for forecasting bottle/case sales to your customers.

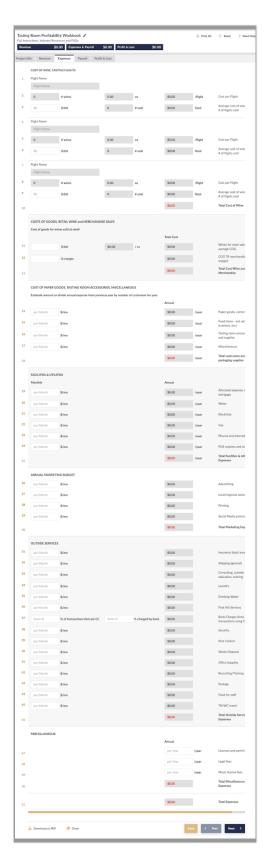
- 6. LINE 20: forecast annual retail sales
- 7. LINE 21: average retail selling price (a good POS system or your accountant can help determine this).

Merchandise Sales

Any accessories, corkscrews, glassware, etc should be forecast in this section.

- 8. LINE 24: total revenue for merchandise sales.
- 9. LINE 25: option to separate perishable food sales (cheeses, meats, salads, etc.).
- 10. LINE 26: this can be used to any additional revenue assigned to your tasting room sales: events, special experiences, etc. outside of your primary tasting, wine and merchandise.

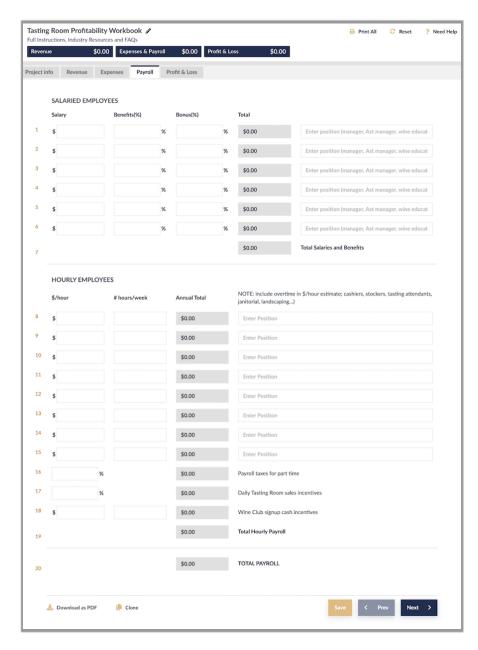




Expenses Worksheet

- 1. LINES 1-3: Input the average cost (cost to the tasting room, NOT retail) of the wines poured in this flight (for example, 4 wines costing the tasting room \$18, \$15, \$22, \$19 = \$74, divide by 4 wines = \$18.50 average cost per bottle.
- 2. LINE 11: average retail bottle cost of the wines sold by the bottle or case.
- 3. LINE 12: percent margin forecast for the merchandise you sell. Typical is 50% margin (meaning you sell merchandise for double what you bought it for) to 67% (300% markup of merchandise).
- 4. LINES 14-46: checklist for expenses associated with running your tasting room. Enter annual amounts as appropriate for your operations.

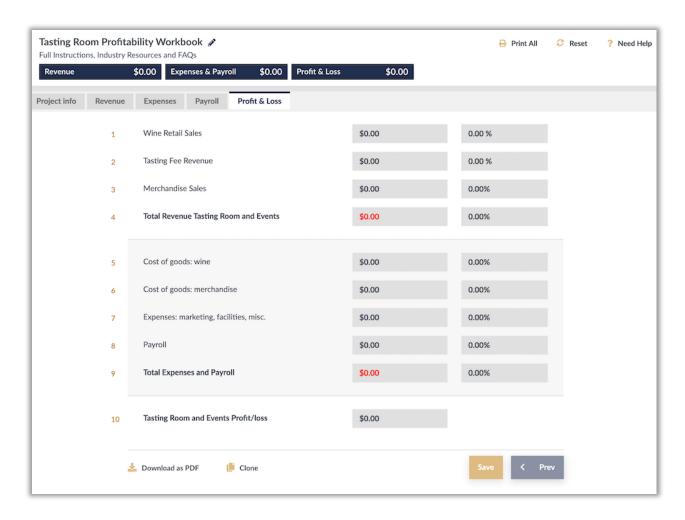




Payroll Tab

- This tab allow you to enter payroll information for both salaried and hourly employees as indicated.
- If preferred you can enter TOTAL Salary, Benefits and Bonuses on LINE 1 or enter individual positions and amounts.
- 3. LINES 16-18: payroll taxes, incentives for sales and/or wine club signup bonuses can be calculated.





Profit & Loss

This page displays the summary of all your costs and determines your FOB price and Gross Profit Margin for the inputs you have provided.