

## 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.

**Tasting Room Profitability Workbook**

Full Instructions, Industry Resources and FAQs

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Revenue

\$0.00

Expenses & Payroll

\$0.00

Profit & Loss

\$0.00

**Project info**   Revenue   Expenses   Payroll   Profit & Loss

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Tasting room name

Date

Your name

---

Days your tasting room is open per year

Daily customers

Estimated number of customers annually

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Gross Revenue	: \$0.00
Expenses & Payroll	: \$0.00
Net Profit/Loss	: \$0.00
% Profit/Loss	: 0%

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### 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.

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.*

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Full Instructions, Industry Resources and FAQs

Revenue \$0.00 Expenses & Payroll \$0.00 Profit & Loss \$0.00

Project info Revenue Expenses Payroll Profit & Loss

Annual Wine Retail Sales

**TASTING FLIGHT SALES**

1 Flight Name  
Flight Name

2 # wines oz per wine Number of wines in flight

3 \$/pp \$0.00 Price per customer for tasting flight

4 sold/yr 0.00 item/day Flights sold annually/daily

5 pct \$0.00 Tasting fees waived or discounted

6 \$0.00 Total tasting fee revenue this Flight

---

7 Flight Name  
Flight Name

8 # wines oz per wine Number of wines in flight

9 \$/pp \$0.00 Price per customer for tasting flight

10 sold/yr 0.00 item/day Flights sold annually/daily

11 pct \$0.00 Tasting fees waived or discounted

12 \$0.00 Total tasting fee revenue this Flight

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13 Flight Name  
Flight Name

14 # wines oz per wine Number of wines in flight

15 \$/pp \$0.00 Price per customer for tasting flight

16 sold/yr 0.00 item/day Flights sold annually/daily

17 pct \$0.00 Tasting fees waived or discounted

18 \$0.00 Total tasting fee revenue this Flight

19 \$0.00 Tasting fees total

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**RETAIL WINE SALES**

20 \$/yr \$0.00 /day Annual Wine Retail Sales

21 \$/btl \$0.00 /case Average selling price per bottle/case

22 0.00 cs/year 0.00 cs/day Total annual/# of cases sold (in volume) Tasting Room

23 \$0.00 Retail Wine Sales

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**MERCHANDISE SALES**

24 \$/year \$0.00 /day Merchandise sales per year

25 \$/year \$0.00 /day Perishable food sales per year

26 \$/year \$0.00 /day Other revenue (miscellaneous) per year

27 \$0.00 Total Merchandise Sales

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28 \$0.00 Total Revenue Tasting Room

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### 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.).
2. 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.
5. 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.

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Full Instructions, Industry Resources and FAQs

Revenue: \$0.00 | Expenses & Payroll: \$0.00 | Profit & Loss: \$0.00

Project Info: Revenue | Expenses | Payroll | Profit & Loss

**COST OF WINE, TASTING FLIGHTS**

1 Flight Name

2 # wines: 4 | \$/btl: \$18.00 | oz: 5 | \$/flight: \$72.00 | Cost per Flight: \$18.00

3 \$/btl: \$18.00 | # sold: 4 | Total: \$72.00 | Average cost of wine: \$18.00

4 Flight Name

5 # wines: 4 | \$/btl: \$15.00 | oz: 5 | \$/flight: \$60.00 | Cost per Flight: \$15.00

6 \$/btl: \$15.00 | # sold: 4 | Total: \$60.00 | Average cost of wine: \$15.00

7 Flight Name

8 # wines: 4 | \$/btl: \$22.00 | oz: 5 | \$/flight: \$88.00 | Cost per Flight: \$22.00

9 \$/btl: \$22.00 | # sold: 4 | Total: \$88.00 | Average cost of wine: \$22.00

10 Total Cost of Wine: \$180.00

**COSTS OF GOODS, RETAIL WINE AND MERCHANDISE SALES**

11 \$/btl: \$18.00 | % margin: 50% | Total Cost: \$180.00 | Wines for retail sale: \$180.00

12 COG TR merchandise margin: \$180.00

13 Total Cost Wine and Merchandise: \$360.00

**COST OF PAPER GOODS, TASTING ROOM ACCESSORIES, MISCELLANEOUS**

14 Paper goods, carrier: \$5.00 /year

15 Food items - not est. (bread, etc.): \$5.00 /year

16 Tasting room access and supplies: \$5.00 /year

17 Miscellaneous: \$5.00 /year

18 Total costs wine and parking/supplies: \$20.00 /year

**FACILITIES & UTILITIES**

19 Allocated expenses, mortgage: \$0.00 /year

20 Water: \$0.00 /year

21 Electricity: \$0.00 /year

22 Gas: \$0.00 /year

23 Phones and Internet: \$0.00 /year

24 POS systems and so: \$0.00 /year

25 Total Facilities & Util Expenses: \$0.00 /year

**ANNUAL MARKETING BUDGET**

26 Advertising: \$0.00

27 Local/regional ads: \$0.00

28 Printing: \$0.00

29 Social Media promo: \$0.00

30 Total Marketing Exp: \$0.00

**OUTSIDE SERVICES**

31 Insurance (total amt): \$0.00

32 Shipping (per month): \$0.00

33 Consulting, website, education, training: \$0.00

34 Laundry: \$0.00

35 Drinking Water: \$0.00

36 First Aid Services: \$0.00

37 Bank Charges (time transactions using C): \$0.00

38 Security: \$0.00

39 Pest Control: \$0.00

40 Waste Disposal: \$0.00

41 Office Supplies: \$0.00

42 Recruiting/Training: \$0.00

43 Postage: \$0.00

44 Food for staff: \$0.00

45 TR/WC travel: \$0.00

46 Total Outside Service Expenses: \$0.00

**MISCELLANEOUS**

47 Licenses and permits: \$0.00 /year

48 Legal fees: \$0.00 /year

49 Music license fees: \$0.00 /year

50 Total Miscellaneous Expenses: \$0.00

51 Total Expenses: \$0.00

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## 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.

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Revenue \$0.00 Expenses & Payroll \$0.00 Profit & Loss \$0.00

Project Info Revenue Expenses **Payroll** Profit & Loss

### SALARIED EMPLOYEES

	Salary	Benefits(%)	Bonus(%)	Total	
1	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
2	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
3	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
4	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
5	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
6	\$	%	%	\$0.00	Enter position (manager, Ast manager, wine educat
7				\$0.00	Total Salaries and Benefits

### HOURLY EMPLOYEES


NOTE: Include overtime in \$/hour estimate; cashiers, stockers, tasting attendants, janitorial, landscaping...)

	\$/hour	# hours/week	Annual Total	
8	\$		\$0.00	Enter Position
9	\$		\$0.00	Enter Position
10	\$		\$0.00	Enter Position
11	\$		\$0.00	Enter Position
12	\$		\$0.00	Enter Position
13	\$		\$0.00	Enter Position
14	\$		\$0.00	Enter Position
15	\$		\$0.00	Enter Position
16		%	\$0.00	Payroll taxes for part time
17		%	\$0.00	Daily Tasting Room sales incentives
18	\$		\$0.00	Wine Club signup cash incentives
19			\$0.00	Total Hourly Payroll
20			\$0.00	TOTAL PAYROLL

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## Payroll Tab

1. This tab allow you to enter payroll information for both salaried and hourly employees as indicated.
2. 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.



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**Revenue** \$0.00 **Expenses & Payroll** \$0.00 **Profit & Loss** \$0.00

Project info Revenue Expenses Payroll **Profit & Loss**

1	Wine Retail Sales	\$0.00	0.00 %
2	Tasting Fee Revenue	\$0.00	0.00 %
3	Merchandise Sales	\$0.00	0.00%
4	<b>Total Revenue Tasting Room and Events</b>	<b>\$0.00</b>	0.00%
5	Cost of goods: wine	\$0.00	0.00%
6	Cost of goods: merchandise	\$0.00	0.00%
7	Expenses: marketing, facilities, misc.	\$0.00	0.00%
8	Payroll	\$0.00	0.00%
9	<b>Total Expenses and Payroll</b>	<b>\$0.00</b>	0.00%
10	<b>Tasting Room and Events Profit/loss</b>	<b>\$0.00</b>	

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## 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.