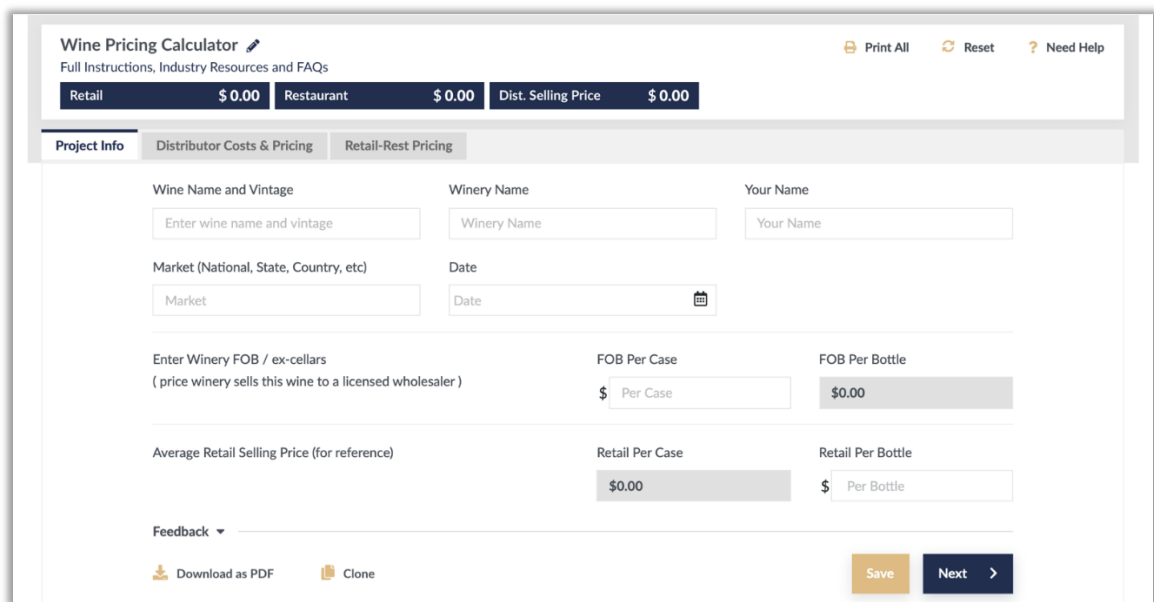


Wine Pricing Calculator Tutorial

The **Wine Pricing Calculator** is used to develop, or "build up," wine pricing scenarios for your various sales channels - Direct to Consumer ("DTC"), Direct to Account ("DTA"), 3-Tier (Distributors) and Export. It allows you to input your wine volume, FOB pricing, shipping and logistics costs, taxes/duties, distribution markups and finally the pricing at the retail, and restaurant level. This workbook can be used to optimize business profitability through more accurate forecasting and understanding your pricing across all channels. The "clone" feature makes it simple to do a preliminary work-up for a wine then make copies, and minor adjustments for tax variables, broker fees, etc., for pricing and profitability in different state or export markets.



The screenshot shows the 'Wine Pricing Calculator' interface. At the top, there's a title bar with a pencil icon for editing the workbook name. Below it, a navigation bar shows 'Full Instructions, Industry Resources and FAQs'. A summary bar at the top displays 'Retail \$0.00', 'Restaurant \$0.00', and 'Dist. Selling Price \$0.00'. The main area has three tabs: 'Project Info' (selected), 'Distributor Costs & Pricing', and 'Retail-Rest Pricing'. The 'Project Info' tab contains several input 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', and 'Retail Per Bottle'. At the bottom, there are buttons for 'Download as PDF', 'Clone', 'Save', and 'Next'.

Project Info Tab

1. Workbook Title. Click on Pencil Icon next to Edit Workbook Name.
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 & Pricing** 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 worksheet 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

Print All
Reset
Need Help

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

Project Info
Distributor Costs & Pricing
Retail-Rest Pricing

1
\$0.00
Winery FOB/ex-cellar selling price to distributors/wholesalers

2
Enter % %
OPTIONAL: Broker or importer commission paid by producer (state/regional or export brokers, as %)

3
\$0.00
Amount of commission (as \$, for budgeting reference, does not affect total)

4
\$ Consolidation, freight
Consolidation, freight, insurance (\$)

5
\$0.00
Subtotal

6
Enter % %
OPTIONAL: Importer/broker fee on landed cost of goods (typically 10-25%)(Applied to FOB)

7
Commission % %
OPTIONAL: Broker or importer commission paid by distributor (Applied to FOB)

8
\$ Additional costs, tax
OPTIONAL: Additional costs, taxes or duties paid by wholesaler/distributor
International Import/Export Requirements

9
\$0.00
Average %
state AND/OR local taxes/Duties

10
\$ Per Case
Flat \$ state or local tax per Case (If per gallon, multiply by 2.38)
Wine tax rates by state

11
\$0.00
Total taxes total per case

12
\$0.00
Distributor landed (or laid-in) cost of goods (\$)

13
Enter % %
Distributor markup (typical range is 1.4-1.6)

14
0.00%
Distributor margin per case (%)

15
\$0.00
Distributor margin per case (dollars)

16
\$0.00
Distributor to licensee front line (undiscounted) case price

17
\$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

Retail

\$0.00

Restaurant

\$0.00

Dist. Selling Price

\$0.00

Project Info

Distributor Costs & Pricing

Retail-Rest Pricing

Distributor Pricing

1

\$0.00

Distributor front line (undiscounted) price from US Distribution Worksheet

2

\$0.00

Distributor front line bottle price

3

Enter %

%

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

% Markup

Enter typical retail mark-up, 1.33 is typical

6

0.0%

Retail margin ENTER %

7

\$0.00

Retail Shelf Price Per Bottle (average selling price price consumer pays in store)

Restaurant Pricing

8

% Markup

Enter restaurant mark-up, 2-4 times is typical

9

0.0%

Restaurant margin

10

100.0%

Restaurant cost of goods sold

11

\$0.00

Restaurant Wine List Selling Price Per Bottle

Feedback

Download as PDF

Clone

Mark as Reviewed

Save

Prev

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.

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