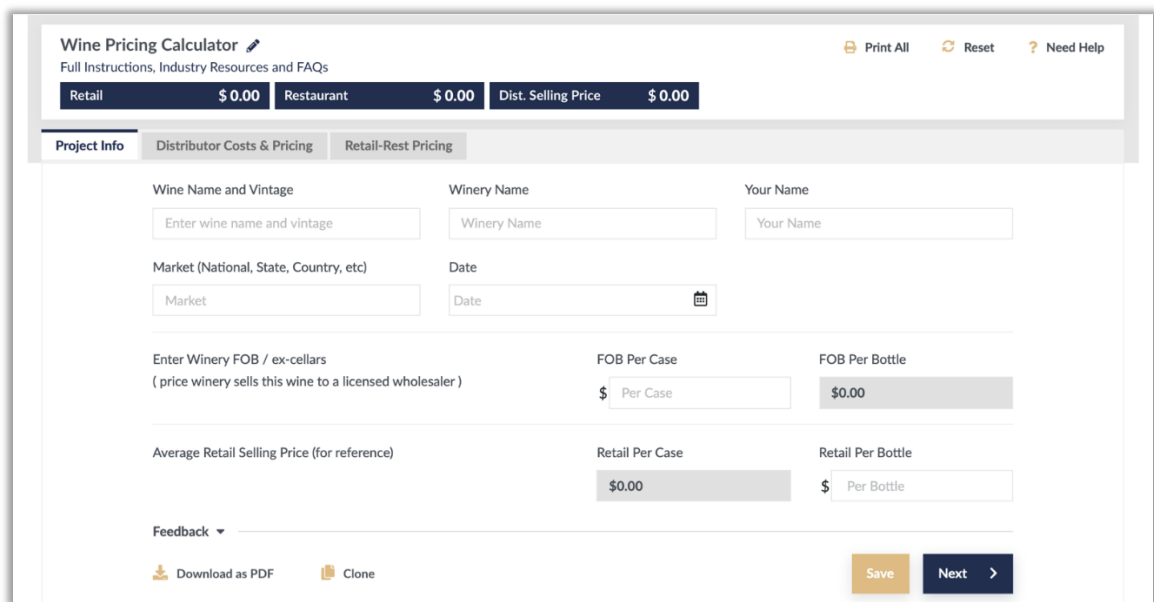# Wine Pricing Calculator Tutorial

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.

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 distributer.

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.

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Retail-Restaurant Pricing Tab

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.

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