## Wine Financial Model

WINE	FINANCIAL MODE	L					LCBC	25.53%
Assump	tions					bottle	case	profit
Red	Badass Baco	\$15.95 per Bottle	\$21.27 per Litre	\$191.40 per Case	0.75 bottle size	\$1.49	\$17.93	20.64%
White	Ravishing Riesling	\$17.95 per Bottle	\$23.93 per Litre	\$215.40 per Case	12 bottle / case	\$3.13	\$37.54	37.82%
Blush	Blushing Beaver	\$14.95 per Bottle	\$19.93 per Litre	\$179.40 per Case	1.33333 bottle / Litre	\$1.06	\$12.66	15.69%
	_	\$16.28 weighted	\$21.71 weighted	\$195.40 weighted	9 Litres / case			

## How to interpret this Financail Model:

1. COSTS [bulk wine, bottle, label, etc. pricing model]

This section details the Cost of Goods Sold if the bulk wine is priced per litre with packaging priced separately Note: the product costs will be \$0.00 in this section if we are using method #2 below.

2. COSTS [finished wine per bottle pricing model]

Cost of Goods Sold if bulk wine is priced per litre with packaging priced into the bulk wine costs, e.g. price is for wine, bottle, and label Note: the product costs will be \$0.00 in this section if we are using method #1 above.

SELLING PRICES (Revenues) - LCBO GROSS PROFIT - LCBO - this is the resulting Gross Profit

COSTS	[bulk wine, bottle, label, et	c. pricing model]							
Bulk Wir	ne								
Varietal	Base Cost								
Red	Baco	\$2.25 per Bottle	\$3.00 per Litre		# Bottles	3,000		\$27.00 per Case	333 # Cases
Red	Baco	\$3.00 per Bottle	\$4.00 per Litre		# Bottles	3,000		\$36.00 per Case	333 # Cases
Red	<u> </u>	\$3.75 per Bottle	\$5.00 per Litre		# Bottles		Litres	\$45.00 per Case	0 # Cases
33.3%	weighted percentage	\$2.63 weighted	\$3.50 weighted	8,000	sum	6,000	Litres	\$31.50 weighted	667 sum
Varietal	Supplier	04.00 D-#I-	00.50	5.000	# D - #I	4.000	1.24	000 50 0	444 # 0
White	Riesling	\$1.88 per Bottle	\$2.50 per Litre		# Bottles	4,000		\$22.50 per Case	444 # Cases
White	Riesling	\$2.18 per Bottle	\$2.90 per Litre		# Bottles	2,000		\$26.10 per Case	222 # Cases
	<b>X</b>	\$0.00 per Bottle	\$0.00 per Litre		# Bottles		Litres	\$0.00 per Case	0 # Cases
33.3% Variatal	weighted percentage	\$1.98 weighted	\$2.63 weighted	8,000	Sum	6,000	Litres	\$23.70 weighted	667 sum
Varietal Blush	Supplier Vidal	\$2.25 per Bottle	\$3.00 per Litre	4 000	# Bottles	3,000	Litros	\$27.00 per Case	333 # Cases
		•	\$3.50 per Litre		# Bottles	2,600		\$31.50 per Case	289 # Cases
Blush Blush	Riesling CF	\$2.63 per Bottle	\$5.00 per Litre						
	<del>-</del>	\$3.75 per Bottle \$2.51 weighted			# Bottles		Litres	\$45.00 per Case	44 # Cases
33.3%	weighted percentage	\$2.51 Weignted	\$3.35 weighted	8,000	sum	6,000	Litres	\$30.15 weighted	667 sum
100.0%	Total Bulk Wine	\$2.37 weighted	\$3.16 weighted	24,000	Total Bottle	18,000	Litres	\$28.45 weighted	2,000 Total Case
Packagi	ng Costs								
Bottle	Supplier								
Red	Circlepak/Janes	\$0.76 per Bottle	\$1.01 per Litre	\$6,080.00	) Total	\$6,080.00	Total	\$9.12 per Case	\$6,080.00 Total
White	Circlepak/Janes	\$0.76 per Bottle	\$1.01 per Litre	\$6,080.00		\$6,080.00		\$9.12 per Case	\$6.080.00 Total
Blush	Circlepak/Janes	\$0.76 per Bottle	\$1.01 per Litre	\$6,080.00		\$6,080.00		\$9.12 per Case	\$6,080.00 Total
اندمان		\$0.7600 weighted	\$1.01 weighted	\$18,240.00		\$18,240.00		\$9.12 weighted	\$18,240.00 sum
Label	Supplier	#5.1 550 Worgined	Ψ1.51 Weighted	ψ.υ, <u>∠</u> -τυ.υυ	Juill	ψ.υ,∠-+υ.υυ	Juill	WGIGITEU	ψ10,≥10.00 3um
Red	Artcraft	\$0.5600 per Bottle	\$0.75 per Litre	\$4,480.00	) Total	\$4,480.00	Total	\$6.72 per Case	\$4,480.00 Total
White	Lorpon	\$0.5000 per Bottle	\$0.75 per Litre	\$4,000.00		\$4,000.00		\$6.00 per Case	\$4,000.00 Total
Blush	Lorpon + MCC	\$0.6500 per Bottle	\$0.87 per Litre	\$5,200.00		\$5,200.00		\$7.80 per Case	\$5,200.00 Total
DiuSil		\$0.5767 <i>weighted</i>	\$0.87 per Little	\$13,680.00		\$13,680.00		\$6.92 weighted	\$13,680.00 sum
Canloork	Supplier	φυ.5707 Weiginea	φυ. ΓΓ Weighteu	\$13,000.00	Sum	\$13,000.00	Sulli	φο.52 Weighted	\$13,000.00 Sum
Red	ao	\$0.1400 per Bottle	\$0.19 per Litre	\$1,120.00	) Total	\$1,120.00	Total	\$1.68 per Case	\$1,120.00 Total
White	ao wilson	\$0.1400 per Bottle	\$0.19 per Litre	\$1,120.00		\$1,120.00		\$1.68 per Case	\$1,120.00 Total
Blush	ao wiison	\$0.1400 per Bottle	\$0.19 per Litre	\$1,120.00		\$1,120.00		\$1.68 per Case	\$1,120.00 Total
Diusii	ao			\$3,360.00				\$1.68 weighted	
		\$0.1400 weighted	\$0.19 weighted	φ3,300.00	Sum	\$3,360.00	Sum	\$1.66 Weignted	\$3,360.00 sum
Generic	Costs								
Bottling		\$0.5833 per Bottle	\$0.78 /per Litre	\$14,000.00	) Total	\$14,000.00	Total	\$7.00 per Case	\$14,000.00 Total
	g Misc.Fee	\$0.0125 per Bottle	\$0.02 /per Litre	\$300.00		\$300.00		\$0.15 per Case	\$300.00 Total
Labour	=	\$0.0417 per Bottle	\$0.06 /per Litre	\$1,000.00		\$1,000.00		\$0.50 per Case	\$1,000.00 Total
	ng (per skid)	\$0.1111 per Bottle	\$0.15 /per Litre	\$2,666.67		\$2,666.67		\$1.33 per Case	\$2,666.67 Total
Shippii	s80.00 p	·	cases per Skid	φ2,000.07	Total	φ2,000.07	Tutai	φ1.55 per Case	φ2,000.07 Total
Storage	e (per skid)	\$0.0149 per Bottle	\$0.02 /per Litre	\$357.14	LTotal	\$357.14	Total	\$0.18 per Case	\$357.14 Total
Otorag		•	nonths	φοσ7.19	riotai	ψοστ.14	rotar	ψο. το per case	φοστ.τη τοιαί
	. ,								
	Packaging b								
Red		\$2.22 per Bottle	\$2.96 per Litre	\$17,787.94		\$17,787.94		\$26.68 per Case	\$17,787.94 Total
White		\$2.16 per Bottle	\$2.88 per Litre	\$17,307.94		\$17,307.94		\$25.96 per Case	\$17,307.94 Total
Blush		\$2.31 per Bottle	\$3.08 per Litre	\$18,507.94	l Total	\$18,507.94	Total	\$27.76 per Case	\$18,507.94 Total
	Total Packaging Costs	\$2.23 weighted	\$2.98 weighted	\$53,603.81	Total	\$53,603.81	Total	\$26.80 weighted	\$53,603.81 Total
LCDO V	(OA and Tawas								
VQA fee	/QA and Taxes	\$544.90 (analysis \$20	00+HST, VQA fee \$260	LUCT chinn	ina \$25)				
Red	per lot	\$0.0681 per Bottle	\$0.0908 per Litre	\$544.80		\$544.80	Total	\$0.82 per Case	\$544.80 Total
		•	\$0.0908 per Litre					•	
White Blush		\$0.0681 per Bottle \$0.0681 per Bottle	\$0.0908 per Litre	\$544.80 \$544.80		\$544.80 \$544.80		\$0.82 per Case	\$544.80 Total
Diusii	· <del></del>	\$0.0681 weighted	\$0.0908 weighted	\$1,634.40		\$1,634,40		\$0.82 per Case \$0.82 weighted	\$544.80 Total
		ψο.σσοι weignieu	wo.oooo weigined	ψ1,004.4U	Juill	ψ1,004.4U	Juill	ΨO.OZ WEIGINEU	\$1,634.40 sum
I CRO pr	omo fee per SKU	\$226 00 (fee is due or	eparately for each SKU	I)					
Red	omo ico pai civo	\$0.0283 per Bottle	\$0.0377 per Litre	\$226.00	) Total	\$226.00	Total	\$0.34 per Case	\$226.00 Total
White		\$0.0283 per Bottle	\$0.0377 per Litre	\$226.00		\$226.00		\$0.34 per Case	\$226.00 Total
Blush		•	•	\$226.00		\$226.00		· ·	
□iuSN	_	\$0.0283 per Bottle	\$0.0377 per Litre \$0.0000 weighted	\$226.00		\$226.00 \$678.00		\$0.34 per Case \$0.34 weighted	\$226.00 Total \$678.00 sum
		\$0.0283 weighted	φυ.υυυυ weignied	φ0/0.UU	Julii	φ0/0.00	ouiii	φυ.σ <del>4</del> weignted	φυ <i>τ</i> υ.υυ <i>Suili</i>
I CPO	Wine Levy \$1.215 /btl	\$0.0000 per Bottle	\$0.00 per Litre	en no	) Total	\$0.00	Total	\$0.00 per Case	\$0.00 Total
	admin fee 6.1%	wo.ooo per bottle						· ·	φυ.υυ 10tai
		¢0 0330 non D-#1-						rom "Calculator" sheet)	\$910 00 T-4-1
	ee 4.5 cents/litre	\$0.0338 per Bottle	\$0.0450 per Litre	\$810.00		\$810.00		\$0.41 per Case	\$810.00 Total
	nmental Fee \$0.0893 /btl	\$0.0000 per Bottle	\$0.00 per Litre		) Total	\$0.00		\$0.00 per Case	\$0.00 Total
	Tax (Volume Levy) \$0.29 /lial Excise Tax	\$0.0000 per Bottle \$0.00 per Bottle	\$0.00 per Litre \$0.0000 per Litre		) Total ) Total	\$0.00 \$0.00		\$0.00 per Case \$0.00 per Case	\$0.00 Total \$0.00 Total
euera	II LAUSE I dă	φυ.υυ μει Βυτιίε	φυ.υυσυ per Litre	φυ.υυ	, i Utal	φυ.υυ	ruidl	φυ.υυ per Case	φυ.υυ 10tal
	LCBO, VQA b								
Red		\$0.13 per Bottle	\$0.17 per Litre	\$1,040.80		\$1,040.80	Total	\$1.56 per Case	\$1,041 Total
White		\$0.13 per Bottle	\$0.17 per Litre	\$1,040.80	Total	\$1,040.80	Total	\$1.56 per Case	\$1,041 Total
Blush		\$0.13 per Bottle	\$0.17 per Litre	\$1,040.80		\$1,040.80	Total	\$1.56 per Case	\$1,041 Total
	Total LCBO, VQA, Fees	\$0.13 weighted	\$0.17 weighted					\$1.56 weighted	\$3,122 Total
Total Co	est of Goods Sold								
Red	131 UI GUUUS 30IU	\$4.98 per Bottle	\$6.64 per Litre	\$39,828.74	I. Total	\$39,828.74	Total	\$59.74 per Case	\$39,829 Total
Red White		·	•	\$39,828.74 \$34,148.74		\$39,828.74 \$34,148.74		· ·	
Blush		\$4.27 per Bottle \$4.96 per Bottle	\$5.69 per Litre \$6.61 per Litre	\$39,648.74		\$39,648.74		\$51.22 per Case \$59.47 per Case	\$34,149 Total \$39,649 Total
	Total Cost of Goods Sold	\$4.73 weighted	\$6.31 weighted	\$113,626.21		\$113,626.21		\$56.81 weighted	\$113,626 Total
	. Juli Godi Gi Godus Golu	₩₩♥ Weignteu	φο.στ weignted	ψ1 10,020.21	Total	ψ1.10,0Z0.Z1	rotal	ψοσ.στ weignted	\$110,020 TOtal

otal Product Acquisition Cost Red						
	\$5.24 per Bottle	\$6.98 per Litre	0 # Bottles	0 Litres	\$62.85 per Case	\$0 Total
White	\$4.50 per Bottle	\$6.00 per Litre	0 # Bottles	0 Litres	\$54.03 per Case	\$0 Total
Blush	\$4.05 per Bottle	\$5.40 per Litre	0 # Bottles	0 Litres	\$48.57 per Case	\$0 Total
<del></del>	\$0.00 weighted	\$0.00 weighted	0 Bottles	0 Litres	\$0.00 weighted	\$0 Total
Generic Costs						
Labour	\$0.0208 per Bottle	\$0.03 /per Litre	\$0.00 Total	\$0.00 Total	<b>\$0.25</b> per Case	\$0.00 Total
\$15.00 p		cases per Skid			V 3.22 P 3.23	<b>*</b>
Shipping (per skid)	\$0.0184 per Bottle	\$0.02 /per Litre	\$0.00 Total	\$0.00 Total	\$0.22 per Case	\$0.00 Total
• ,	per Month 3 i	months			•	
Storage (per skid)	\$0.0446 per Bottle	\$0.06 /per Litre	\$0.00 Total	\$0.00 Total	\$0.54 per Case	\$0.00 Total
Total Acquisition b	ov Varietal					
Red	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
White	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
Blush	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
Total Product Acquisition	\$0.00 weighted	\$0.00 weighted	0 Bottles	0 Litres	\$0.00 weighted	\$0 Total
Total Floudet Acquisition	<b>\$0.00</b> Weighted	<b>\$0.00</b> Weighted	0 Bottles	0 Lilles	<b>\$0.00</b> Weighted	φυ i Otai
.CBO, VQA and Taxes /QA fee per lot	CEAA OO (foo in due o	operately for rad white a	ad raca)			
Red	\$0.0000 per Bottle	eparately for red, white, ar \$0.0000 per Litre	iu 105e)		\$0.00 per Case	\$0.00 Total
White	\$0.0000 per Bottle	\$0.0000 per Litre			\$0.00 per Case	\$0.00 Total
Blush	\$0.0000 per Bottle	\$0.0000 per Litre			\$0.00 per Case	\$0.00 Total
	\$0.0000 per Bottle	\$0.0000 per Litte			ψυ.υυ per Case	\$0.00 Total
000	0000 00 (for its diverse					
CBO promo fee per SKU		eparately for each SKU)			\$0.00 mm Cons	\$0.00 Total
Red	\$0.0000 per Bottle	\$0.0000 per Litre			\$0.00 per Case	
White	\$0.0000 per Bottle	\$0.0000 per Litre			\$0.00 per Case	\$0.00 Total
Blush	\$0.0000 per Bottle	\$0.0000 per Litre			\$0.00 per Case	\$0.00 Total
	\$0.0000 weighted	\$0.0000 weighted				\$0.00 <i>sum</i>
LCBO Wine Levy \$1.215 /btl	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0.00 Total
LCBO admin fee 6.1%	•		cluded in Calculation - se	Ilina price computed fro	•	·
VQA Fee 4.5 cents/litre	\$0.0338 per Bottle	\$0.0450 per Litre		31 1	\$0.41 per Case	\$0.00 Total
Environmental Fee \$0.0893 /btl	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.29 /	\$0.0000 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total
DOLLE LAX (VOIUITIE LEVVI 30 /9 /I	\$0.0000 per Bottle	\$0.00 per Litre		, , , , , , , , , , , , , , , , , , , ,	\$0.00 per Case	\$0.00 Total
Federal Excise Tax	\$0.0000 per bottle	QU.UU POI EIIIO				*
Federal Excise Tax	·	ÇOLGO POL EIGIG				******
•	·	\$0.00 per Litre			\$0.00 per Case	•
Federal Excise Tax  LCBO, VQA b	oy Varietal				\$0.00 per Case \$0.00 per Case	\$0 Total
Federal Excise Tax  LCBO, VQA b	by Varietal \$0.0000 per Bottle	\$0.00 per Litre			•	\$0 Total
Federal Excise Tax  LCBO, VQA b Red White Blush	\$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle	\$0.00 per Litre \$0.00 per Litre \$0.00 per Litre			\$0.00 per Case \$0.00 per Case	\$0 Total \$0 Total \$0 Total
Red White Blush  Total LCBO, VQA, Fees	so on the state of the sound of	\$0.00 per Litre \$0.00 per Litre			\$0.00 per Case	\$0 Total \$0 Total \$0 Total
Red White Blush  Total LCBO, VQA, Fees otal Cost of Goods Sold (COGS)	\$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle	\$0.00 per Litre \$0.00 per Litre \$0.00 per Litre \$0.00 weighted	\$0.00 Total	\$0.00 Total	\$0.00 per Case \$0.00 per Case \$0.00 weighted	\$0 Total \$0 Total \$0 Total
Red White Blush  Total LCBO, VQA, Fees  otal Cost of Goods Sold (COGS) Red	\$0.000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 weighted	\$0.00 per Litre \$0.00 per Litre \$0.00 per Litre \$0.00 weighted \$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case \$0.00 per Case \$0.00 weighted \$0.00 per Case	\$0 Total \$0 Total \$0 Total \$0 Total
Red White Blush  Total LCBO, VQA, Fees  Total Cost of Goods Sold (COGS) Red White	\$0.000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.000 weighted \$0.00 per Bottle \$0.00 per Bottle	\$0.00 per Litre \$0.00 per Litre \$0.00 per Litre \$0.00 weighted  \$0.00 per Litre \$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case \$0.00 per Case \$0.00 weighted \$0.00 per Case \$0.00 per Case	\$0 Total \$0 Total \$0 Total \$0 Total \$0 Total
Federal Excise Tax  LCBO, VQA b Red White Blush  Total LCBO, VQA, Fees otal Cost of Goods Sold (COGS) Red	\$0.000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 per Bottle \$0.0000 weighted	\$0.00 per Litre \$0.00 per Litre \$0.00 per Litre \$0.00 weighted \$0.00 per Litre			\$0.00 per Case \$0.00 per Case \$0.00 weighted \$0.00 per Case	\$0 Total \$0 Total \$0 Total \$0 Total

	5.00% HST(GST)	8.00% HST (GST	portion)	13.00% sales tax per	centage of retail selling p	rice
ederal Tax and Provincial ORST (ca	lculated from retail price	)				
Red	\$7.24 per Bottle	\$9.65 per Litre	\$57,918.38 net of tax	\$57,918.38 net of tax	\$86.88 per Case	\$57,918 Total
	\$8.18 bottle w/HST	\$10.91 litre w/HST	\$65,447.77 Total	\$65,447.77 Total	\$98.17 case w/HST	\$65,448 total w/HS
White	\$8.27 per Bottle	\$11.03 per Litre	\$66,174.53 net of tax	\$66,174.53 net of tax	\$99.26 per Case	\$66,175 Total
	\$9.35 bottle w/HST	\$12.46 litre w/HST	\$74,777.22 Total	\$74,777.22 Total	\$112.17 case w/HST	\$74,777 total w/HS
Blush	\$6.72 per Bottle	\$8.97 per Litre	\$53,790.31 net of tax	\$53,790.31 net of tax	\$80.69 per Case	\$53,790 Total
	\$7.60 bottle w/HST	\$10.13 litre w/HST	\$119,600.00 Total	\$60,783.05 Total	\$91.17 case w/HST	\$60,783 total w/HS
Sales to LCBO	\$7.41 weighted	\$9.88 weighted			\$88.94 weighted	\$177,883 Total
	\$8.38 weighted	\$11.17 weighted			\$100.50 weighted	\$201,008 with HST
ROSS PROFIT - LCBO						
			_			
	\$2.26 per Bottle	\$3.01 per Litre			\$27.13 per Case	\$18,090 Total
Red	31.23% net profit	31.23% net profit			31.23% net profit	31.23% net profit
ROSS PROFIT - LCBO  Red  White						. ,
Red	31.23% net profit	31.23% net profit			31.23% net profit	31.23% net profit
Red White	31.23% net profit \$4.00 per Bottle	31.23% net profit \$5.34 per Litre			31.23% net profit \$48.04 per Case	31.23% net profit \$32,026 Total
Red	31.23% net profit \$4.00 per Bottle 48.40% net profit	31.23% net profit \$5.34 per Litre 48.40% net profit			31.23% net profit \$48.04 per Case 48.40% net profit	31.23% net profit \$32,026 Total 48.40% net profit

Net Profit	\$1.89 weighted	\$2.52 weighted	-\$18,837.74 sum	-\$18,837.74 sum	\$22.71 weighted	\$45,419 Total
	15.69% net profit	15.69% net profit	15.69% net profit	15.69% net profit	15.69% net profit	15.69% net profit
Blush	\$1.06 per Bottle	\$1.41 per Litre	\$8,440.26 Total	\$8,440.26 Total	\$12.66 per Case	\$8,440 Total
	37.82% net profit	37.82% net profit	37.82% net profit	37.82% net profit	37.82% net profit	37.82% net profi
White	\$3.13 per Bottle	\$4.17 per Litre	\$25,024.13 Total	\$25,024.13 Total	\$37.54 per Case	\$25,024 Total
	20.64% net profit	20.64% net profit	20.64% net profit	20.64% net profit	20.64% net profit	20.64% net profi
Red	\$1.49 per Bottle	\$1.99 per Litre	\$11,954.88 Total	\$11,954.88 Total	\$17.93 per Case	\$11,955 Total
ET PROFIT - LCBO						
Total Selling Costs	\$0.78 per Bottle	<b>\$1.05</b> /per Litre	\$18,837.74 Total	\$18,837.74 <b>Total</b>	<b>\$9.42</b> per Case	\$18,838 Total
Admin Fees	\$0.01 per Bottle	\$0.01 /per Litre	\$160.00 Total	\$160.00 Total	<b>\$0.08</b> per Case	\$160 Total
Shipping Fees	\$0.00 per Bottle	\$0.00 /per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
	\$0.37 per Bottle	\$0.49 per Litre	\$8,894.16 Total	\$8,894.16 Total	\$4.45 per Case	\$8,894 Total
or : Selling Fee by % 5.0%	\$0.37 per Bottle	\$0.49 per Litre	\$8,894.16 Total	\$8,894.16 Total	\$4.45 per Case	\$8,894 Total
Iling Fees (LCBO Programming)	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	<b>\$0.00</b> per Case	\$0 Total
Iling Food /I CBO Programming)		. ,			. , .	. ,
0.070	\$0.41 per Bottle	\$0.54 per Litre	\$9,783.58 Total	\$9,783.58 Total	\$4.89 per Case	\$9,784 Total
or : Agency Fee by % 5.5%	\$0.41 per Bottle	\$0.54 per Litre	\$9.783.58 Total	\$9.783.58 Total	\$4.89 per Case	\$9.784 Total
geney 1 dec (duterus dutes / igenty	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
gency Fees (Outside Sales Agent)						
ELLING COSTS - LCBO						

## Wine Financial Model

FINANCIAL MODEL		Licensees	29.19%	Co	ost per Volume	e to Licensee
	bottle	case	profit	oz	case	bottle
Badass Baco	\$2.91	\$34.95	25.43%	\$0.370	\$112.90	\$9.41
Ravishing Riesling	\$4.99	\$59.91	38.57%	\$0.417	\$127.23	\$10.60
Blushing Beaver	\$2.34	\$28.13	21.89%	\$0.347	\$105.73	\$8.81
	"pro	omo" one for	4			
		(buy	3	get 1 free)		

This section outlines Cost of Goods Sold and Income when sold to licensee accounts:

COSTS [bulk wine, bottle, label, etc. pricing model]

This section details the Cost of Goods Sold if the bulk wine is priced per litre with packaging priced separately

Note: the product costs will be \$0.00 in this section if we are using method #2 below.

COSTS [finished wine per bottle pricing model]

Cost of Goods Sold if bulk wine is priced per litre with packaging priced into the bulk wine costs, e.g. price is for wine, bottle, and label

Note: the product costs will be \$0.00 in this section if we are using method #1 above.

SELLING PRICES (Revenues) - LCBO GROSS PROFIT - LCBO - this is the resulting Gross Profit

5

			Model		
COSTS [bulk wine, bottle, label	l, etc. pricin	ig model]			
Bulk Wine Commercia					
Bulk Wine Summary Red					
Source: Bulk (weighted)	¢2.62	per Bottle	_	per Litre	\$31.50 per Cas
Source: Butk (weighted) Source: Bottled (weighted)		per Bottle		per Litre	\$62.85 per Cas
Source: Juice/Grapes		per Bottle		per Litre	\$0.00 per Cas
Source: Juice/Grapes	φυ.υυ	per bottle	φ0.00	per Litte	φυ.υυ per Cas
White					
Source: Bulk (weighted)	\$1.98	per Bottle	- \$2.63	per Litre	\$23.70 per Cas
Source: Bottled (weighted)		per Bottle		per Litre	\$54.03 per Cas
Source: Juice/Grapes		per Bottle		per Litre	\$0.00 per Cas
Course: valous Grapes	ψ0.00	por Bottio	Ψ0.00	por Lino	φο.σο ροι σασ
Blush					
Source: Bulk (weighted)	\$2.51	per Bottle	_ \$3.35	per Litre	\$30.15 per Cas
Source: Bottled (weighted)		per Bottle		per Litre	\$48.57 per Cas
Source: Juice/Grapes	\$0.00	per Bottle	\$0.00	per Litre	\$0.00 per Cas
Packaging Costs					
Bottle					
Red	\$0.76	per Bottle	\$9.12	per Case	\$6,080.00 Total
White		per Bottle		per Case	\$6,080.00 Total
Blush		per Bottle		per Case	\$6,080.00 Total
	\$18,240.00		\$18,240.00		\$18,240.00 sum
Label	,_ ,		,		. ,
Red	\$0.5600	per Bottle	\$6.72	per Case	\$4,480.00 Total
White		per Bottle		per Case	\$4,000.00 Total
Blush		per Bottle		per Case	\$5,200.00 Total
-	\$13,680.00	•	\$13,680.00	•	\$13,680.00 sum
Cap/cork					•
Red	\$0.1400	per Bottle	\$1.68	per Case	\$1,120.00 Total
White		per Bottle		per Case	\$1,120.00 Total
Blush		per Bottle		per Case	\$1,120.00 Total
·	\$3,360.00	total	\$3,360.00	total	\$3,360.00 sum
Generic Costs					
Bottling Fee	\$0.5833	per Bottle	\$7.00	per Case	\$14,000.00 Total
Bottling Misc.Fee	\$0.0125	per Bottle	\$0.15	per Case	\$300.00 Total
Labour	\$0.0417	per Bottle	\$0.50	per Case	\$1,000.00 Total
Shipping (per skid)	\$0.1111	per Bottle	\$1.33	per Case	\$2,666.67 Total
	per Skid	\$80.00			
Storage (per skid)		per Bottle	\$0.18	per Case	\$357.14 Total
	per Month	\$10.00	1	months	
Packaging by Varietal	00.00	D-411-	***		#47.707.04.T-1-1
Red		per Bottle		per Case	\$17,787.94 Total
White		per Bottle		per Case per Case	\$17,307.94 Total
Blush	\$2.31	per Bottle	\$21.16	per Case	\$18,507.94 Total
Total Packaging Costs	\$2 23	weighted	\$26.80	weighted	\$53,603.81 Total
		-		-	T,
	\$53,603.81		\$53,603.81		\$53,603.81 sum
	\$53,603.81		\$53,603.81		\$53,603.81 <i>sum</i>
LCBO, VQA and Taxes	\$53,603.81 \$544.80		\$53,603.81		\$53,603.81 <i>sum</i>
LCBO, VQA and Taxes	\$544.80			per Case	\$53,603.81 sum \$544.80 Total
LCBO, VQA and Taxes VQA fee per lot	\$544.80 \$0.0681	_	\$0.82		
LCBO, VQA and Taxes VQA fee per lot Red	\$544.80 \$0.0681 \$0.0681 \$0.0681	per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82	per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White	\$544.80 \$0.0681 \$0.0681	per Bottle per Bottle per Bottle	\$0.82 \$0.82	per Case per Case per Case	\$544.80 Total \$544.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40	per Bottle per Bottle per Bottle total	\$0.82 \$0.82 \$0.82 \$1,634.40	per Case per Case per Case total	\$544.80 Total \$544.80 Total \$544.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40	per Bottle per Bottle per Bottle total	\$0.82 \$0.82 \$0.82 \$1,634.40	per Case per Case per Case total	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 <i>sum</i>
CBO, VQA and Taxes VQA fee per lot Red White Blush  CBO promo fee per SKU	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.00	per Bottle per Bottle per Bottle total (fee is due per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00	per Case per Case per Case total or each SKU) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total
CBO, VQA and Taxes VQA fee per lot Red White Blush  CBO promo fee per SKU Red White	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000	per Bottle per Bottle per Bottle total (fee is due per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 separately fo \$0.00 \$0.00	per Case per Case per Case total r each SKU) per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total
CBO, VQA and Taxes VQA fee per lot Red White Blush  CBO promo fee per SKU	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total (fee is due per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00	per Case per Case per Case total or each SKU) per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000	per Bottle per Bottle per Bottle total (fee is due per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 separately fo \$0.00 \$0.00	per Case per Case per Case total or each SKU) per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total (fee is due per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case per Case total	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 sum
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO White LCBO Wine Levy \$1.215 /btl	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case per Case total  per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1%	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle total  per Bottle (does not a	\$0.82 \$0.82 \$0.82 \$1,634.40 \$ separately for \$0.00 \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case per Case total  per Case products)	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 <i>sum</i> \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 <i>sum</i> \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle (does not a per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 \$ separately for \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 apply to VQA \$0.41	per Case per Case per Case total  r each SKU) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.00	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle does not a per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 \$ separately for \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case total  per Case per Case per Case per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$810.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0338 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle (does not a per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.41 \$0.41 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case total  per Case per Case products) per Case per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0338 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle does not a per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.41 \$0.41 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case total  per Case per Case per Case per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$810.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25	\$544.80 \$0.0681 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0338 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle (does not a per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.41 \$0.41 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case total  per Case per Case products) per Case per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0338 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle (does not a per Bottle per Bottle per Bottle	\$0.82 \$0.82 \$1,634.40 e separately for \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case per Case per Case per Case per Case products) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 \$ separately for \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	per Case per Case per Case total  r each SKU) per Case per Case total  per Case per Case products) per Case per Case per Case per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle (does not a per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 \$ separately fo \$0.00 \$0.0	per Case per Case per Case total  r each SKU) per Case per Case per Case total  per Case products) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000 \$0.0000	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle total  per Bottle (does not a per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 \$ separately fo \$0.00 \$0.0	per Case per Case per Case total  reach SKU) per Case per Case total  per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.000 \$	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle total  per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22	per Case per Case per Case total  reach SKU) per Case per Case total  per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$810.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White Blush	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.000 \$	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle total  per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22	per Case per Case per Case total  r each SKU) per Case per Case per Case per Case products) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White Blush  Total LCBO, VQA, Fees	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.000 \$	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle total  per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 e separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22	per Case per Case per Case total  r each SKU) per Case per Case per Case per Case products) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White Blush	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.00	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle (does not a per Bottle	\$0.82 \$0.82 \$0.82 \$1,634.40 \$1,634.40 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22 \$1.22	per Case per Case per Case per Case total  r each SKU) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total \$1,354.80 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White Blush  Total LCBO, VQA, Fees  Total Cost of Goods Sold Red White	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.000 \$0.00000 \$0.00	per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 \$1,634.40 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22 \$1.22 \$1.22	per Case per Case per Case total  r each SKU) per Case per Case per Case total  per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total \$1,354.80 Total \$2,444.40 Total \$39,602.74 Total \$33,922.74 Total
LCBO, VQA and Taxes VQA fee per lot Red White Blush  LCBO promo fee per SKU Red White Blush  LCBO Wine Levy \$1.215 /btl LCBO admin fee 6.1% VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /btl Bottle Tax (Volume Levy) \$0.25 Federal Excise Tax  LCBO, VQA by Varietal Red White Blush  Total LCBO, VQA, Fees Total Cost of Goods Sold Red	\$544.80 \$0.0681 \$0.0681 \$1,634.40 \$0.000 \$0.0000 \$0.0000 \$0.000 \$0.000 \$0.00000 \$0.00000 \$0.00000 \$0.0	per Bottle per Bottle per Bottle total  (fee is due per Bottle per Bottle per Bottle per Bottle (does not a per Bottle	\$0.82 \$0.82 \$1,634.40 \$ separately fo \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$1.22 \$1.22 \$1.22 \$1.22 \$59.40 \$50.88 \$59.13	per Case per Case per Case per Case total  r each SKU) per Case	\$544.80 Total \$544.80 Total \$544.80 Total \$1,634.40 sum \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$0.00 Total \$1,354.80 Total \$1,354.80 Total \$1,354.80 Total \$2,444.40 Total

COSTS [finished wine per bottle	∍]				
Total Braduot Assuisition Cost					
Total Product Acquisition Cost	<b>CE 04</b>	D-#I-	<b>#</b> CO 05	0	\$0 Total
Red White		per Bottle per Bottle		per Case per Case	\$0 Total
Blush		•		•	· ·
Biusn		per Bottle weighted		per Case weighted	\$0 Total \$0 Total
	<b>V</b> 0.00	gcu	40.00	gcu	<b>45</b> 15ta.
Generic Costs					
Labour		per Bottle	\$0.25	per Case	\$0.00 Total
	per Skid		cases Skid		
Shipping (per skid)	\$0.0490	per Bottle	\$0.59	per Case	\$0.00 Total
	per Month	\$10.00	no.months	3	
Storage (per skid)	\$0.0446	per Bottle	\$0.54	per Case	\$0.00 Total
Total Acquisition by Varietal					
Red	\$0.00	per Bottle	\$0.00	per Case	\$0 Total
White		per Bottle		per Case	\$0 Total
Blush	\$0.00	per Bottle	\$0.00	per Case	\$0 Total
	40.00		40.00		A0 T / I
Total Product Acquisition	\$0.00	weighted	\$0.00	weighted	\$0 Total
LCBO, VQA and Taxes					
VQA fee per lot	\$544.80	(fee is due	separately for	or red, white	e, and rose)
Red	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
White	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
Blush	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
-	\$0.0000	weighted			\$0.00 Total
LCBO promo fee per SKU	\$0.00	(foo is due	separately fo	or oach SKI	1)
Red		per Bottle		per Case	\$0.00 Total
White		per Bottle		per Case	\$0.00 Total
Blush		per Bottle		per Case	\$0.00 Total
- Diusii		weighted	φυ.υυ	per Case	\$0.00 Total
	φυ.υυυυ	weignteu			φ0.00 Total
LCBO Wine Levy \$1.215 /btl	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
LCBO admin fee 6.1%	0.0 %	(does not	apply to VQA		
VQA Fee 4.5 cents/litre	\$0.0338	per Bottle	\$0.41	per Case	\$0.00 Total
Environmental Fee \$0.0893 /bt	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.29	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
Federal Excise Tax		per Bottle		per Case	\$0.00 Total
LCBO VOA by Variotal					
Red LCBO, VQA by Varietal	\$0,0000	per Bottle	\$0.00	per Case	\$0 Total
White		per Bottle		per Case	\$0 Total
Blush		per Bottle		per Case	\$0 Total
<b>=</b>	00.000				<b>.</b>
Total LCBO, VQA, Fees	\$0.0000	weighted	\$0.00	weighted	\$0 Total
TOTAL COGS					
Red	\$0.00	per Bottle	\$0.00	per Case	\$0 Total
White		per Bottle		per Case	\$0 Total
Blush		per Bottle		per Case	\$0 Total
Total Control Control Co. 11	#DD ((6)		#DD //61		00 T-4-1
Total Cost of Goods Sold	#DIV/0!	weighted	#DIV/0!	weighted	\$0 Total

Blush	\$10.71 per Bottle \$12.10 bottle w/HST	\$128.50 per Case \$145.20 case w/HST	\$85,665 Total \$96,802 total w/HS
Blush	· ·	\$145.20 case w/HST	\$96,802 total w/HS
Agents, Restaurants	<b>\$11.70</b> weighted	<b>\$140.43</b> weighted	\$280,855 Total
	\$13.22 weighted	\$158.68 weighted	\$317.366 total w/HS
ROSS PROFIT (Agents, Restau		\$100.00 Welginea	φοττ,555 total will 6
	rants)		
	rants) \$6.48 per Bottle	\$77.70 per Case	\$51,801 Total
Red	rants) \$6.48 per Bottle 56.53% net profit	\$77.70 per Case 56.53% net profit	\$51,801 Total 56.53% net profit
Red	\$6.48 per Bottle 56.53% net profit \$8.68 per Bottle	\$77.70 per Case 56.53% net profit \$104.12 per Case	\$51,801 Total 56.53% net profit \$69,411 Total
Red	rants) \$6.48 per Bottle 56.53% net profit	\$77.70 per Case 56.53% net profit	\$51,801 Total 56.53% net profit
Red White	\$6.48 per Bottle 56.53% net profit \$8.68 per Bottle	\$77.70 per Case 56.53% net profit \$104.12 per Case	\$51,801 Total 56.53% net profit \$69,411 Total
Red White	\$6.48 per Bottle 56.53% net profit \$8.68 per Bottle 67.02% net profit	\$77.70 per Case 56.53% net profit \$104.12 per Case 67.02% net profit	\$51,801 Total 56,53% net profit \$69,411 Total 67.02% net profit
ROSS PROFIT (Agents, Restau Red White Blush Gross Profit	\$6.48 per Bottle 56.53% net profit \$8.68 per Bottle 67.02% net profit \$5.75 per Bottle	\$77.70 per Case 56.53% net profit \$104.12 per Case 67.02% net profit \$69.02 per Case	\$51,801 Total 56,53% net profit \$69,411 Total 67,02% net profit \$46,017 Total

Net P	rofit \$3.42 weighted	\$41.00 weighted	\$81,991 Total
	21.89% net profit	21.89% net profit	21.89% net profit
Blush	\$2.34 per Bottle	\$28.13 per Case	\$18,751 Total
	38.57% net profit	38.57% net profit	38.57% net profit
White	\$4.99 per Bottle	\$59.91 per Case	\$39,942 Total
	25.43% net profit	25.43% net profit	25.43% net profit
Red	\$2.91 per Bottle	\$34.95 per Case	\$23,298 Total
IET PROFIT (Agents, Rest	aurants)		
Total Selling Costs	\$3.55 per Bottle	<b>\$42.62</b> per Case	\$85,237 Total
	φο.σο per bottle	' '	·
Admin Fees	\$0.03 per Bottle	\$0.33 per Case	\$660 Total
Shipping Fees	\$0.00 per Bottle	<b>\$0.00</b> per Case	\$0 Total
	\$1.18 per Bottle	\$14.20 per Case	\$28,407 Total
0.0%	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
or : Sales Incentive by %		VIIII   11 VIII	<del>+</del> ,
Jaio mooniivo (one dado por	\$1.18 per Bottle	\$14.20 per Case	\$28.407 Total
Sales Incentive (one case per	·#) 4		
	\$2.34 per Bottle	\$28.09 per Case	\$56,171 Total
20.0%	\$2.34 per Bottle	\$28.09 per Case	\$56,171 Total
or: Sales Fee by %	QO.OO PO. DOMO	voice per oute	ψο . οια.
tgorioy i coo (Catolae Cale	<del>-</del> /	\$0.00 ner Case	\$0 Total
Agency Fees (Outside Sales	\$0.00 per Bottle	\$0.00 per Case	\$0 Total

## Wine Financial Model

			Retail Store	63.64%	profit
		bottle	case	profit	total
Badass Baco	Red	\$7.83	\$93.98	60.96%	\$62,652
Ravishing Riesling	White	\$10.21	\$122.52	70.33%	\$81,677
Blushing Beaver	Blush	\$7.02	\$84.24	58.43%	\$56,159

This section outlines Cost of Goods Sold and Income when sold in Retail Store

COSTS [bulk wine, bottle, label, etc. pricing model]

This section details the Cost of Goods Sold if the bulk wine is priced per litre with packaging priced separately

Note: the product costs will be \$0.00 in this section if we are using method #2 below.

COSTS [finished wine per bottle pricing model]

Cost of Goods Sold if bulk wine is priced per litre with packaging priced into the bulk wine costs, e.g. price is for wine, bottle, and label Note: the product costs will be \$0.00 in this section if we are using method #1 above.

SELLING PRICES (Revenues) - LCBO

GROSS PROFIT - LCBO - this is the resulting Gross Profit

COSTS [bulk wine, bottle, lak	oel, etc. pricir	g model]			
Bulk Wine Summary Red					
Source: Bulk (weighted)	8 000	# Bottles	_	Litres	
Source: Bottled (weighted)	,	# Bottles		Litres	
Source: Juice/Grapes	0	# Bottles		Litres	
White			_		
Source: Bulk (weighted)		# Bottles # Bottles		Litres Litres	
Source: Bottled (weighted) Source: Juice/Grapes		# Bottles		Litres	
oburde: suide/Grapes	J	# Dottics		Liuos	
Blush					
Source: Bulk (weighted)	8,000	# Bottles	<u> </u>	Litres	
Source: Bottled (weighted)		# Bottles		Litres	
Source: Juice/Grapes	0	# Bottles		Litres	
Packaging Costs					
Bottle					
Red White		per Bottle		per Case	\$6,080.00 Total
VVnite Blush		per Bottle per Bottle		per Case per Case	\$6,080.00 Total \$6,080.00 Total
Diagn	\$18,240.00		\$18,240.00		\$18,240.00 sum
	Ţ.5, <u>Z</u> -10.00		Ţ.S, <u>Z</u> -10.50		+ : 0, <b>2</b> : 0.00 0am
Red		per Bottle		per Case	\$4,480.00 Total
White		per Bottle		per Case	\$4,000.00 Total
Blush		per Bottle		per Case	\$5,200.00 Total
	\$13,680.00	total	\$13,680.00	totai	\$13,680.00 <i>sum</i>
Red	\$0.1400	per Bottle	\$1.69	per Case	\$1,120.00 Total
White		per Bottle		per Case	\$1,120.00 Total
Blush		per Bottle		per Case	\$1,120.00 Total
	\$3,360.00		\$3,360.00	total	\$3,360.00 sum
	40 5000	<b>.</b>	47.00	•	044000 00 T + 1
Bottling Fee		per Bottle per Bottle		per Case per Case	\$14,000.00 Total \$300.00 Total
Bottling Misc.Fee Labour		per Bottle		per Case per Case	\$1,000.00 Total
Shipping (per skid)		per Bottle		per Case	\$2,666.67 Total
- 11 3 (1 )	per Skid	•			. ,
Storage (per skid)	\$0.0149	per Bottle	\$0.18	per Case	\$357.14 Total
	per Month	\$10.00	0	\$0.0000	
Backs winer by Marietal					
Packaging by Varietal	ad \$2.22	per Bottle	\$26.68	per Case	\$17,787.94 Total
Whi		per Bottle		per Case	\$17,707.94 Total
Blus		per Bottle		per Case	\$18,507.94 Total
Total Packaging Cost		weighted		weighted	\$53,603.81 Total
LCBO VOA and Tarra	\$53,603.81	total	\$53,603.81	total	\$53,603.81 sum
LCBO, VQA and Taxes VQA fee per lot	\$544.80				
Red		per Bottle	\$0.82	per Case	\$544.80 Total
White		per Bottle		per Case	\$544.80 Total
Blush	\$0.0681	per Bottle		per Case	\$544.80 Total
	\$1,634.40	total	\$1,634.40	total	\$1,634.40 sum
1.000	**	(6:			
LCBO promo fee per SKU Red		(fee is due per Bottle	separately fo \$0.00	per Case	\$0.00 Total
White		per Bottle		per Case per Case	\$0.00 Total
Blush		per Bottle		per Case	\$0.00 Total
	\$0.00		\$0.00		\$0.00 sum
LCBO Wine Levy \$1.215 /btl		per Bottle		per Case	\$0.00 Total
LCBO admin fee 6.1%			apply to VQA		0010 00 Tatal
VQA Fee 4.5 cents/litre Environmental Fee \$0.0893 /		per Bottle per Bottle		per Case per Case	\$810.00 Total \$0.00 Total
Bottle Tax (Volume Levy) \$0.		per Bottle		per Case	\$0.00 Total
Federal Excise Tax		per Bottle		per Case	\$0.00 Total
LCBO, VQA by Varietal			<u>.</u>	_	04.05/
Re		per Bottle		per Case	\$1,354.80 Total
Whi Blus		per Bottle per Bottle		per Case per Case	\$1,354.80 Total \$1,354.80 Total
Dius	ψυ. 10	Poi Doille	Ψ1.22	PO1 0436	ψ1,00-1.00 10tal
Total LCBO, VQA, Fee	s \$0.10	weighted	\$1.22	weighted	\$2,444.40 Total
		_			
Total Cost of Goods Sold		_			
Red		per Bottle		per Case	\$39,602.74 Total
White Blush		per Bottle per Bottle		per Case per Case	\$33,922.74 Total \$39,422.74 Total
Diagn		weighted		weighted	\$112,948 per Bottle
	<b>,</b> 1	900	,	J	, , ,

COSTS [finished wine per bottle	·]				
Total Product Acquisition Cost					
Red	\$5.24	per Bottle	\$62.85	per Case	\$0 Total
White		per Bottle		per Case	\$0 Total
Blush		per Bottle		per Case	\$0 Total
		weighted		weighted	\$0 Total
	*		*	g	*
Generic Costs					
Labour	\$0.0208	per Bottle	\$0.25	per Case	\$0.00 Total
	per Skid	\$40.00	cases Skid	68	
Shipping (per skid)		per Bottle	\$0.59	per Case	\$0.00 Total
	per Month		no.months		
Storage (per skid)	\$0.0446	per Bottle	\$0.54	per Case	\$0.00 Total
Takal Association by Maniakal					
Total Acquisition by Varietal	<b>e</b> 0 00	nor Bottle	¢0.00	nor Cooo	¢0 Total
Red White		per Bottle		per Case per Case	\$0 Total \$0 Total
vvnite		per Bottle		per Case	\$0 Total
biusii_	φυ.υυ	hei norrie	φυ.υυ	hei Gase	φυ τυιαι
Total Product Acquisition	\$0.00	weighted	\$0.00	weighted	\$0 Total
•		Ū			•
LCBO, VQA and Taxes					
VQA fee per lot	\$0.00	(fee is due	separately fo	or red, white, a	and rose)
Red		per Bottle		per Case	\$0.00 Total
White		per Bottle		per Case	\$0.00 Total
Blush _		per Bottle	\$0.00	per Case	\$0.00 Total
	\$0.0000	weighted			\$0.00 Total
LCBO promo fee per SKU	¢0.02	(foo is due	congrately fo	or each SKU)	
Red		per Bottle		per Case	\$0.00 Total
White		per Bottle		per Case	\$0.00 Total
Blush		per Bottle		per Case	\$0.00 Total
		weighted	ψ0.00	per odec	\$0.00 Total
					,
LCBO Wine Levy \$1.215 /btl	\$0.0000	per Bottle	\$0.00	per Case	\$0.00 Total
LCBO admin fee 6.1%		per Bottle			
VQA Fee 4.5 cents/litre	\$0.1019	per Bottle	\$0.41	per Case	\$0.00 Total
Environmental Fee \$0.0893 /bt		per Bottle		per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.29		per Bottle		per Case	\$0.00 Total
Federal Excise Tax	\$0.1019	per Bottle	\$0.00	per Case	\$0.00 Total
Long Vott V					
LCBO, VQA by Varietal	00.0000	D.44'	00.00		00 T-1-1
Red White		per Bottle		per Case	\$0 Total \$0 Total
vvnite		per Bottle per Bottle		per Case per Case	\$0 Total
Diusii	φυ.υυυυ	per boule	φυ.υυ	per Case	φυ τυιαι
\$0.00	\$0.0000	weighted	\$0,00	weighted	\$0 Total
\$0.00	, , , , , , , , , , , , , , , , , , ,	2.3.1.00	- 40.30		12.1000
TOTAL COGS					
Red	\$0.00	per Bottle	\$0.00	per Case	\$0 Total
White		per Bottle		per Case	\$0 Total
Blush	\$0.00	per Bottle	\$0.00	per Case	\$0 Total
Total Cost of Goods Sold	#DIV/0!	weighted	#DIV/0!	weighted	\$0 Total

Red	\$12.85 per Bottle	\$154.17 Total	\$102,780 Total
	\$14.52 bottle w/HST	\$174.21 per Case	\$116,142 total w/HS1
White	<b>\$14.52</b> per Case	\$174.19 Total	\$116,126 Total
	\$16.40 bottle w/HST	\$196.83 per Case	\$131,222 total w/HS1
Blush	\$12.01 per Case	\$144.16 Total	\$96,108 Total
	\$13.58 bottle w/HST	\$162.90 per Case	\$108,602 total w/HST
Winery Retail Store	<b>\$13.13</b> weighted	\$157.51 weighted	\$315,014 Total
	\$14.83 weighted	\$177.98 weighted	\$355,966 total w/HS1
	\$11.00 Worginion	*	*,
		,	, , , , , , , , , , , , , , , , , , , ,
ROSS PROFIT (Winery Retail S		,	, , , , , , , , , , , , , , , , , , , ,
· · · ·		\$94.43 per Case	\$62,952 Total
· · · ·	tore)		
ROSS PROFIT (Winery Retail S Red White	tore) \$7.87 per Bottle	\$94.43 per Case	\$62,952 Total
Red	\$7.87 per Bottle	\$94.43 per Case 61.25% net profit	\$62,952 Total 61.25% net profit
Red	\$7.87 per Bottle 61.25% net profit \$10.25 per Bottle	\$94.43 per Case 61.25% net profit \$122.97 per Case	\$62,952 Total 61.25% net profit \$81,977 Total
White	\$7.87 per Bottle 61.25% net profit \$10.25 per Bottle 70.59% net profit	\$94.43 per Case 61.25% net profit \$122.97 per Case 70.59% net profit	\$62,952 Total 61,25% net profit \$81,977 Total 70.59% net profit

	<u> </u>		<u> </u>
Agency Fees (Outside Sales Agent	t)		
	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
or : Agency Fee by %			
0.0%	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
_	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Sales Incentive (one case per #)			
	\$0.00 per Bottle	<b>\$0.00</b> per Case	\$0 Total
or: Selling Fee by %			
0.0%	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
_	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Shipping Fees	\$0.02 per Bottle	<b>\$0.20</b> per Case	\$400 Total
Admin Fees	\$0.02 per Bottle	<b>\$0.25</b> per Case	\$500 Total
Total Selling Costs	\$0.04 per Bottle	<b>\$0.45</b> per Case	\$900 Total
NET PROFIT (Winery Retail Store	e)		
Red	\$7.83 per Case	\$93.98 per Case	\$62,652 Total
	60.96% net profit	60.96% net profit	60.96% net profit
White	\$10.21 per Case	\$122.52 per Case	\$81,677 Total
	70.33% net profit	70.33% net profit	70.33% net profit
Blush	\$7.02 per Case	\$84.24 per Case	\$56,159 Total
	58.43% net profit	58.43% net profit	58.43% net profit
Net Profit	\$8.35 weighted	\$157.06 Total	\$200,488 Total