

**WINE FINANCIAL MODEL**

**Assumptions**

						LCBO 24.29%		
						bottle	case	profit
Red	<b>Cabernet</b>	<b>\$20.00</b>	per Bottle	\$26.67 per Litre	\$240.00 per Case	<b>0.75</b>	bottle size	
White	<b>Chardonnay</b>	<b>\$20.00</b>	per Bottle	\$26.67 per Litre	\$240.00 per Case	<b>12</b>	bottle / case	
Blush	<b>Sparkling</b>	<b>\$30.00</b>	per Bottle	\$40.00 per Litre	\$360.00 per Case	1.33333	bottle / Litre	
		<b>\$22.50</b>	weighted	<b>\$30.00</b>	weighted	<b>\$270.00</b>	weighted	9 Litres / case
						\$1.25	\$15.01	13.41%
						\$2.38	\$28.54	25.49%
						\$5.44	\$65.26	37.53%

How to interpret this Financial 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.*
- 3. SELLING PRICES (Revenues) - LCBO**  
**GROSS PROFIT - LCBO - this is the resulting Gross Profit**

COSTS [bulk wine, bottle, label, etc. pricing model]							
<b>Bulk Wine</b>							
Varietal	Base Cost						
Red	<b>Cab Franc</b>	\$3.75 per Bottle	\$5.00 per Litre	5,333 # Bottles	4,000 Litres	\$45.00 per Case	444 # Cases
Red	<b>Merlot</b>	\$4.50 per Bottle	\$6.00 per Litre	1,333 # Bottles	1,000 Litres	\$54.00 per Case	111 # Cases
Red	<b>Cabernet</b>	\$4.13 per Bottle	\$5.50 per Litre	4,000 # Bottles	3,000 Litres	\$49.50 per Case	333 # Cases
50.0%	<i>weighted percentage</i>	\$3.98 <i>weighted</i>	\$5.31 <i>weighted</i>	10,667 <i>sum</i>	8,000 Litres	\$47.81 <i>weighted</i>	889 <i>sum</i>
Varietal	Supplier						
White	<b>Chardonnay</b>	\$3.38 per Bottle	\$4.50 per Litre	5,333 # Bottles	4,000 Litres	\$40.50 per Case	444 # Cases
White	<b>x</b>	\$0.00 per Bottle	\$0.00 per Litre	0 # Bottles	0 Litres	\$0.00 per Case	0 # Cases
White	<b>x</b>	\$0.00 per Bottle	\$0.00 per Litre	0 # Bottles	0 Litres	\$0.00 per Case	0 # Cases
25.0%	<i>weighted percentage</i>	\$3.38 <i>weighted</i>	\$4.50 <i>weighted</i>	5,333 <i>sum</i>	4,000 Litres	\$40.50 <i>weighted</i>	444 <i>sum</i>
Varietal	Supplier						
Blush	<b>Riesling (Charmat)</b>	\$4.50 per Bottle	\$6.00 per Litre	5,333 # Bottles	4,000 Litres	\$54.00 per Case	444 # Cases
Blush	<b>x</b>	\$0.00 per Bottle	\$0.00 per Litre	0 # Bottles	0 Litres	\$0.00 per Case	0 # Cases
Blush	<b>x</b>	\$0.00 per Bottle	\$0.00 per Litre	0 # Bottles	0 Litres	\$0.00 per Case	0 # Cases
25.0%	<i>weighted percentage</i>	\$4.50 <i>weighted</i>	\$6.00 <i>weighted</i>	5,333 <i>sum</i>	4,000 Litres	\$54.00 <i>weighted</i>	444 <i>sum</i>
100.0%	<b>Total Bulk Wine</b>	\$3.96 <i>weighted</i>	\$5.28 <i>weighted</i>	21,333 <b>Total Bottle:</b>	16,000 Litres	\$47.53 <i>weighted</i>	1,778 <b>Total Cases</b>
<b>Packaging Costs</b>							
Bottle	Supplier						
Red	<b>Circlepak/Janes</b>	\$0.68 per Bottle	\$0.90 per Litre	\$7,217.78 Total	\$7,217.78 Total	\$8.12 per Case	\$7,217.78 Total
White	<b>Circlepak/Janes</b>	\$0.72 per Bottle	\$0.96 per Litre	\$3,822.22 Total	\$3,822.22 Total	\$8.60 per Case	\$3,822.22 Total
Blush	<b>Circlepak/Janes</b>	\$0.77 per Bottle	\$1.03 per Litre	\$4,106.67 Total	\$4,106.67 Total	\$9.24 per Case	\$4,106.67 Total
		\$0.7121 <i>weighted</i>	\$0.95 <i>weighted</i>	\$15,146.67 <i>sum</i>	\$15,146.67 <i>sum</i>	\$8.54 <i>weighted</i>	\$15,146.67 <i>sum</i>
Label	Supplier						
Red	<b>Lorpon</b>	\$1.4200 per Bottle	\$1.89 per Litre	\$15,146.67 Total	\$15,146.67 Total	\$17.04 per Case	\$15,146.67 Total
White	<b>Lorpon</b>	\$0.7900 per Bottle	\$1.05 per Litre	\$4,213.33 Total	\$4,213.33 Total	\$9.48 per Case	\$4,213.33 Total
Blush	<b>Lorpon + MCC</b>	\$0.9100 per Bottle	\$1.21 per Litre	\$4,853.33 Total	\$4,853.33 Total	\$10.92 per Case	\$4,853.33 Total
		\$1.2081 <i>weighted</i>	\$1.61 <i>weighted</i>	\$24,213.33 <i>sum</i>	\$24,213.33 <i>sum</i>	\$14.50 <i>weighted</i>	\$24,213.33 <i>sum</i>
Cap/cork	Supplier						
Red	<b>ao</b>	\$0.1400 per Bottle	\$0.19 per Litre	\$1,493.33 Total	\$1,493.33 Total	\$1.68 per Case	\$1,493.33 Total
White	<b>ao wilson</b>	\$0.1400 per Bottle	\$0.19 per Litre	\$746.67 Total	\$746.67 Total	\$1.68 per Case	\$746.67 Total
Blush	<b>ao</b>	\$0.4000 per Bottle	\$0.53 per Litre	\$2,133.33 Total	\$2,133.33 Total	\$4.80 per Case	\$2,133.33 Total
		\$0.2668 <i>weighted</i>	\$0.36 <i>weighted</i>	\$4,373.33 <i>sum</i>	\$4,373.33 <i>sum</i>	\$3.20 <i>weighted</i>	\$4,373.33 <i>sum</i>
<b>Generic Costs</b>							
Bottling Fee		\$0.5833 per Bottle	\$0.78 /per Litre	\$12,444.44 Total	\$12,444.44 Total	\$7.00 per Case	\$12,444.44 Total
Bottling Misc.Fee		\$0.0141 per Bottle	\$0.02 /per Litre	\$300.00 Total	\$300.00 Total	\$0.17 per Case	\$300.00 Total
Labour		\$0.0417 per Bottle	\$0.06 /per Litre	\$888.89 Total	\$888.89 Total	\$0.50 per Case	\$888.89 Total
Shipping (per skid)		\$0.1111 per Bottle	\$0.15 /per Litre	\$2,370.37 Total	\$2,370.37 Total	\$1.33 per Case	\$2,370.37 Total
		\$80.00 per Skid	60 cases per Skid				
Storage (per skid)		\$0.0149 per Bottle	\$0.02 /per Litre	\$317.46 Total	\$317.46 Total	\$0.18 per Case	\$317.46 Total
		\$10.00 per Month	1 months				
<b>Packaging by Varietal</b>							
Red		\$3.00 per Bottle	\$4.00 per Litre	\$32,018.36 Total	\$32,018.36 Total	\$36.02 per Case	\$32,018.36 Total
White		\$2.41 per Bottle	\$3.22 per Litre	\$12,862.51 Total	\$12,862.51 Total	\$28.94 per Case	\$12,862.51 Total
Blush		\$2.85 per Bottle	\$3.79 per Litre	\$15,173.62 Total	\$15,173.62 Total	\$34.14 per Case	\$15,173.62 Total
		\$2.82 <i>weighted</i>	\$3.75 <i>weighted</i>	\$60,054.50 Total	\$60,054.50 Total	\$33.78 <i>weighted</i>	\$60,054.50 Total
<b>LCBO, VQA and Taxes</b>							
VQA fee per lot		\$544.80 (analysis \$200+HST, VQA fee \$260+HST, shipping \$25)					
Red		\$0.0511 per Bottle	\$0.0681 per Litre	\$544.80 Total	\$544.80 Total	\$0.61 per Case	\$544.80 Total
White		\$0.1022 per Bottle	\$0.1362 per Litre	\$544.80 Total	\$544.80 Total	\$1.23 per Case	\$544.80 Total
Blush		\$0.1022 per Bottle	\$0.1362 per Litre	\$544.80 Total	\$544.80 Total	\$1.23 per Case	\$544.80 Total
		\$0.0766 <i>weighted</i>	\$0.1022 <i>weighted</i>	\$1,634.40 <i>sum</i>	\$1,634.40 <i>sum</i>	\$0.92 <i>weighted</i>	\$1,634.40 <i>sum</i>
LCBO promo fee per SKU		\$226.00 (fee is due separately for each SKU)					
Red		\$0.0212 per Bottle	\$0.0283 per Litre	\$226.00 Total	\$226.00 Total	\$0.25 per Case	\$226.00 Total
White		\$0.0424 per Bottle	\$0.0565 per Litre	\$226.00 Total	\$226.00 Total	\$0.51 per Case	\$226.00 Total
Blush		\$0.0424 per Bottle	\$0.0565 per Litre	\$226.00 Total	\$226.00 Total	\$0.51 per Case	\$226.00 Total
		\$0.0318 <i>weighted</i>	\$0.0000 <i>weighted</i>	\$678.00 <i>sum</i>	\$678.00 <i>sum</i>	\$0.38 <i>weighted</i>	\$678.00 <i>sum</i>
LCBO Wine Levy \$1.215 /btl		\$0.0000 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total
LCBO admin fee 6.1%			0.0 % (note this is included in Calculation - selling price computed from "Calculator" sheet)				
VQA Fee 4.5 cents/litre		\$0.0338 per Bottle	\$0.0450 per Litre	\$720.00 Total	\$720.00 Total	\$0.41 per Case	\$720.00 Total
Environmental Fee \$0.0893 /btl		\$0.0000 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.29 /l		\$0.0000 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total
Federal Excise Tax		\$0.00 per Bottle	\$0.0000 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total
<b>LCBO, VQA by Varietal</b>							
Red		\$0.11 per Bottle	\$0.14 per Litre	\$1,130.80 Total	\$1,130.80 Total	\$1.27 per Case	\$1,131 Total
White		\$0.18 per Bottle	\$0.24 per Litre	\$950.80 Total	\$950.80 Total	\$2.14 per Case	\$951 Total
Blush		\$0.18 per Bottle	\$0.24 per Litre	\$950.80 Total	\$950.80 Total	\$2.14 per Case	\$951 Total
		\$0.14 <i>weighted</i>	\$0.19 <i>weighted</i>			\$1.71 <i>weighted</i>	\$3,032 Total
<b>Total Cost of Goods Sold</b>							
Red		\$7.09 per Bottle	\$9.46 per Litre	\$75,649.16 Total	\$75,649.16 Total	\$85.11 per Case	\$75,649 Total
White		\$5.96 per Bottle	\$7.95 per Litre	\$31,813.31 Total	\$31,813.31 Total	\$71.58 per Case	\$31,813 Total
Blush		\$7.52 per Bottle	\$10.03 per Litre	\$40,124.42 Total	\$40,124.42 Total	\$90.28 per Case	\$40,124 Total
		\$6.92 <i>weighted</i>	\$9.22 <i>weighted</i>	\$147,586.90 Total	\$147,586.90 Total	\$83.02 <i>weighted</i>	\$147,587 Total

COSTS [finished wine per bottle pricing model]							
<b>Total Product Acquisition Cost</b>							
Red	\$6.10 per Bottle	\$8.13 per Litre	0 # Bottles	0 Litres	\$73.17 per Case	\$0 Total	
White	\$4.79 per Bottle	\$6.39 per Litre	0 # Bottles	0 Litres	\$57.51 per Case	\$0 Total	
Blush	\$4.31 per Bottle	\$5.74 per Litre	0 # Bottles	0 Litres	\$51.69 per Case	\$0 Total	
	\$0.00 weighted	\$0.00 weighted	0 Bottles	0 Litres	\$0.00 weighted	\$0 Total	
<b>Generic Costs</b>							
Labour	\$0.0208 per Bottle	\$0.03 /per Litre	\$0.00 Total	\$0.00 Total	\$0.25 per Case	\$0.00 Total	
	\$15.00 per Skid	68 cases per Skid					
Shipping (per skid)	\$0.0184 per Bottle	\$0.02 /per Litre	\$0.00 Total	\$0.00 Total	\$0.22 per Case	\$0.00 Total	
	\$10.00 per Month	3 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	
<b>Total Acquisition by Varietal</b>							
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	
<b>Total Product Acquisition</b>	<b>\$0.00 weighted</b>	<b>\$0.00 weighted</b>	<b>0 Bottles</b>	<b>0 Litres</b>	<b>\$0.00 weighted</b>	<b>\$0 Total</b>	
<b>LCBO, VQA and Taxes</b>							
VQA fee per lot <b>\$544.80</b> (fee is due separately for red, white, and rose)							
Red	\$0.0000 per Bottle	\$0.0000 per Litre			\$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 weighted	\$0.0000 weighted				\$0.00 Total	
LCBO promo fee per SKU <b>\$226.00</b> (fee is due separately for each SKU)							
Red	\$0.0000 per Bottle	\$0.0000 per Litre			\$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 weighted	\$0.0000 weighted				\$0.00 sum	
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%		0.0 % (note this is included in Calculation - selling price computed from "Calculator" sheet)					
VQA Fee 4.5 cents/litre	\$0.0338 per Bottle	\$0.0450 per Litre			\$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 /l	\$0.0000 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0.00 Total	
Federal Excise Tax	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0.00 Total	
<b>LCBO, VQA by Varietal</b>							
Red	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0 Total	
White	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0 Total	
Blush	\$0.0000 per Bottle	\$0.00 per Litre			\$0.00 per Case	\$0 Total	
<b>Total LCBO, VQA, Fees</b>	<b>\$0.0000 weighted</b>	<b>\$0.00 weighted</b>			<b>\$0.00 weighted</b>	<b>\$0 Total</b>	
<b>Total Cost of Goods Sold (COGS)</b>							
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	
<b>Total Cost of Goods Sold</b>	<b>\$0.00 weighted</b>				<b>\$0.00 weighted</b>	<b>\$0 Total</b>	

SELLING PRICES (Revenues) - LCBO						
	5.00% HST(GST)	8.00% HST (GST portion)	13.00% sales tax percentage of retail selling price			
Federal Tax and Provincial ORST (calculated from retail price)						
Red	<b>\$9.33</b> per Bottle \$10.54 bottle w/HST	\$12.44 per Litre \$14.06 litre w/HST	\$99,516.11 net of tax \$112,453.20 Total	\$99,516.11 net of tax \$112,453.20 Total	<b>\$111.96</b> per Case \$126.51 case w/HST	\$99,516 Total \$112,453 total w/HST
White	<b>\$9.33</b> per Bottle \$10.54 bottle w/HST	\$12.44 per Litre \$14.06 litre w/HST	\$49,758.05 net of tax \$56,226.60 Total	\$49,758.05 net of tax \$56,226.60 Total	<b>\$111.96</b> per Case \$126.51 case w/HST	\$49,758 Total \$56,227 total w/HST
Blush	<b>\$14.49</b> per Bottle \$16.37 bottle w/HST	\$19.32 per Litre \$21.83 litre w/HST	\$77,278.54 net of tax \$160,000.00 Total	\$77,278.54 net of tax \$87,324.75 Total	<b>\$173.88</b> per Case \$196.48 case w/HST	\$77,279 Total \$87,325 total w/HST
<b>Sales to LCBO</b>	<b>\$10.62</b> weighted \$12.00 weighted	<b>\$14.16</b> weighted \$16.00 weighted			<b>\$127.44</b> weighted \$144.00 weighted	<b>\$226,553</b> Total \$256,005 with HST

GROSS PROFIT - LCBO						
Red	\$2.24 per Bottle 23.98% net profit	\$2.98 per Litre 23.98% net profit			\$26.85 per Case 23.98% net profit	\$23,867 Total 23.98% net profit
White	\$3.36 per Bottle 36.06% net profit	\$4.49 per Litre 36.06% net profit			\$40.38 per Case 36.06% net profit	\$17,945 Total 36.06% net profit
Blush	\$6.97 per Bottle 48.08% net profit	\$9.29 per Litre 48.08% net profit			\$83.60 per Case 48.08% net profit	\$37,154 Total 48.08% net profit
<b>Gross Profit</b>	<b>\$3.70</b> weighted	<b>\$4.94</b> weighted			<b>\$44.42</b> weighted	<b>\$78,966</b> Total

SELLING COSTS - LCBO						
Agency Fees (Outside Sales Agent)						
or : Agency Fee by %	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
<b>5.5%</b>	\$0.58 per Bottle	\$0.78 per Litre	\$12,460.40 Total	\$12,460.40 Total	\$7.01 per Case	\$12,460 Total
	\$0.58 per Bottle	\$0.78 per Litre	\$12,460.40 Total	\$12,460.40 Total	\$7.01 per Case	\$12,460 Total
Selling Fees (LCBO Programming)						
or : Selling Fee by %	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
<b>5.0%</b>	\$0.53 per Bottle	\$0.71 per Litre	\$11,327.64 Total	\$11,327.64 Total	\$6.37 per Case	\$11,328 Total
	\$0.53 per Bottle	\$0.71 per Litre	\$11,327.64 Total	\$11,327.64 Total	\$6.37 per Case	\$11,328 Total
Shipping Fees	\$0.00 per Bottle	\$0.00 /per Litre	\$0.00 Total	\$0.00 Total	\$0.00 per Case	\$0 Total
Admin Fees	\$0.01 per Bottle	\$0.01 /per Litre	\$142.22 Total	\$142.22 Total	\$0.08 per Case	\$142 Total
<b>Total Selling Costs</b>	<b>\$1.12</b> per Bottle	<b>\$1.50</b> /per Litre	<b>\$23,930.26</b> Total	<b>\$23,930.26</b> Total	<b>\$13.46</b> per Case	<b>\$23,930</b> Total

NET PROFIT - LCBO						
Red	\$1.25 per Bottle 13.41% net profit	\$1.67 per Litre 13.41% net profit	\$13,346.64 Total 13.41% net profit	\$13,346.64 Total 13.41% net profit	\$15.01 per Case 13.41% net profit	\$13,347 Total 13.41% net profit
White	\$2.38 per Bottle 25.49% net profit	\$3.17 per Litre 25.49% net profit	\$12,684.59 Total 25.49% net profit	\$12,684.59 Total 25.49% net profit	\$28.54 per Case 25.49% net profit	\$12,685 Total 25.49% net profit
Blush	\$5.44 per Bottle 37.53% net profit	\$7.25 per Litre 37.53% net profit	\$29,004.32 Total 37.53% net profit	\$29,004.32 Total 37.53% net profit	\$65.26 per Case 37.53% net profit	\$29,004 Total 37.53% net profit
<b>Net Profit</b>	<b>\$2.58</b> weighted	<b>\$3.44</b> weighted	<b>-\$23,930.26</b> sum	<b>-\$23,930.26</b> sum	<b>\$30.96</b> weighted	<b>\$55,036</b> Total

Wine Financial Model

FINANCIAL MODEL	Licensees 26.90%			Cost per Volume to Licensee		
	bottle	case	profit	oz	case	bottle
Cabernet	\$2.69	\$32.23	18.56%	\$0.466	\$141.93	\$11.83
Chardonnay	\$4.09	\$49.14	28.29%	\$0.466	\$141.93	\$11.83
Sparkling	\$8.11	\$97.34	36.99%	\$0.701	\$213.61	\$17.80
		"promo" one for	4			
		(buy	3	get 1 free)		

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

**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.*

**3. SELLING PRICES (Revenues) - LCBO**

*GROSS PROFIT - LCBO - this is the resulting Gross Profit*

COSTS [bulk wine, bottle, label, etc. pricing model]			
<b>Bulk Wine Summary</b>			
Red			
Source: Bulk (weighted)	\$3.98 per Bottle	\$5.31 per Litre	\$47.81 per Case
Source: Bottled (weighted)	\$6.10 per Bottle	\$8.13 per Litre	\$73.17 per Case
Source: Juice/Grapes	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 per Case
White			
Source: Bulk (weighted)	\$3.38 per Bottle	\$4.50 per Litre	\$40.50 per Case
Source: Bottled (weighted)	\$4.79 per Bottle	\$6.39 per Litre	\$57.51 per Case
Source: Juice/Grapes	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 per Case
Blush			
Source: Bulk (weighted)	\$4.50 per Bottle	\$6.00 per Litre	\$54.00 per Case
Source: Bottled (weighted)	\$4.31 per Bottle	\$5.74 per Litre	\$51.69 per Case
Source: Juice/Grapes	\$0.00 per Bottle	\$0.00 per Litre	\$0.00 per Case
<b>Packaging Costs</b>			
Bottle			
Red	\$0.68 per Bottle	\$8.12 per Case	\$7,217.78 Total
White	\$0.72 per Bottle	\$8.60 per Case	\$3,822.22 Total
Blush	\$0.77 per Bottle	\$9.24 per Case	\$4,106.67 Total
	\$15,146.67 total	\$15,146.67 total	\$15,146.67 sum
Label			
Red	\$1.4200 per Bottle	\$17.04 per Case	\$15,146.67 Total
White	\$0.7900 per Bottle	\$9.48 per Case	\$4,213.33 Total
Blush	\$0.9100 per Bottle	\$10.92 per Case	\$4,853.33 Total
	\$24,213.33 total	\$24,213.33 total	\$24,213.33 sum
Cap/cork			
Red	\$0.1400 per Bottle	\$1.68 per Case	\$1,493.33 Total
White	\$0.1400 per Bottle	\$1.68 per Case	\$746.67 Total
Blush	\$0.4000 per Bottle	\$4.80 per Case	\$2,133.33 Total
	\$4,373.33 total	\$4,373.33 total	\$4,373.33 sum
Generic Costs			
Bottling Fee	\$0.5833 per Bottle	\$7.00 per Case	\$12,444.44 Total
Bottling Misc.Fee	\$0.0141 per Bottle	\$0.17 per Case	\$300.00 Total
Labour	\$0.0417 per Bottle	\$0.50 per Case	\$888.89 Total
Shipping (per skid)	\$0.1111 per Bottle per Skid \$80.00	\$1.33 per Case	\$2,370.37 Total
Storage (per skid)	\$0.0149 per Bottle per Month \$10.00	\$0.18 per Case 1 months	\$317.46 Total
<b>Packaging by Varietal</b>			
Red	\$3.00 per Bottle	\$36.02 per Case	\$32,018.36 Total
White	\$2.41 per Bottle	\$28.94 per Case	\$12,862.51 Total
Blush	\$2.85 per Bottle	\$34.14 per Case	\$15,173.62 Total
<b>Total Packaging Costs</b>	\$2.82 weighted	\$33.78 weighted	\$60,054.50 Total
	\$60,054.50 total	\$60,054.50 total	\$60,054.50 sum
<b>LCBO, VQA and Taxes</b>			
VQA fee per lot \$544.80			
Red	\$0.0511 per Bottle	\$0.61 per Case	\$544.80 Total
White	\$0.1022 per Bottle	\$1.23 per Case	\$544.80 Total
Blush	\$0.1022 per Bottle	\$1.23 per Case	\$544.80 Total
	\$1,634.40 total	\$1,634.40 total	\$1,634.40 sum
LCBO promo fee per SKU \$0.00 (fee is due separately for each SKU)			
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
	\$0.00 total	\$0.00 total	\$0.00 sum
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 products)		
VQA Fee 4.5 cents/litre	\$0.0338 per Bottle	\$0.41 per Case	\$720.00 Total
Environmental Fee \$0.0893 /btl	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.25	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Federal Excise Tax	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
<b>LCBO, VQA by Varietal</b>			
Red	\$0.08 per Bottle	\$1.02 per Case	\$1,264.80 Total
White	\$0.14 per Bottle	\$1.63 per Case	\$1,264.80 Total
Blush	\$0.14 per Bottle	\$1.63 per Case	\$1,264.80 Total
<b>Total LCBO, VQA, Fees</b>	\$0.11 weighted	\$1.32 weighted	\$2,354.40 Total
<b>Total Cost of Goods Sold</b>			
Red	\$7.07 per Bottle	\$84.85 per Case	\$75,423.16 Total
White	\$5.92 per Bottle	\$71.07 per Case	\$31,587.31 Total
Blush	\$7.48 per Bottle	\$89.77 per Case	\$39,898.42 Total
	\$6.89 weighted	\$82.64 weighted	\$146,909 per Bottle

<b>COSTS [finished wine per bottle]</b>			
<b>Total Product Acquisition Cost</b>			
Red	\$6.10 per Bottle	\$73.17 per Case	\$0 Total
White	\$4.79 per Bottle	\$57.51 per Case	\$0 Total
Blush	\$4.31 per Bottle	\$51.69 per Case	\$0 Total
	\$0.00 <i>weighted</i>	\$0.00 <i>weighted</i>	\$0 Total
<b>Generic Costs</b>			
Labour	\$0.0208 per Bottle per Skid \$40.00	\$0.25 per Case cases Skid 68	\$0.00 Total
Shipping (per skid)	\$0.0490 per Bottle per Month \$10.00	\$0.59 per Case no.months 3	\$0.00 Total
Storage (per skid)	\$0.0446 per Bottle	\$0.54 per Case	\$0.00 Total
<b>Total Acquisition by Varietal</b>			
Red	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
<b>Total Product Acquisition</b>	<b>\$0.00 <i>weighted</i></b>	<b>\$0.00 <i>weighted</i></b>	<b>\$0 Total</b>
<b>LCBO, VQA and Taxes</b>			
VQA fee per lot <b>\$544.80</b> (fee is due separately for red, white, 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 <i>weighted</i>		\$0.00 <i>Total</i>
LCBO promo fee per SKU <b>\$0.00</b> (fee is due separately for each SKU)			
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 <i>weighted</i>		\$0.00 <i>Total</i>
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 products)		
VQA Fee 4.5 cents/litre	\$0.0338 per Bottle	\$0.41 per Case	\$0.00 Total
Environmental Fee \$0.0893 /btl	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.25	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Federal Excise Tax	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
<b>LCBO, VQA by Varietal</b>			
Red	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
<b>Total LCBO, VQA, Fees</b>	<b>\$0.0000 <i>weighted</i></b>	<b>\$0.00 <i>weighted</i></b>	<b>\$0 Total</b>
<b>TOTAL COGS</b>			
Red	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
<b>Total Cost of Goods Sold</b>	<b>#DIV/0! <i>weighted</i></b>	<b>#DIV/0! <i>weighted</i></b>	<b>\$0 Total</b>

SELLING PRICES (Revenues) - Agents, Restaurants			
Federal Tax and Provincial ORST (calculated from retail price)			
	<b>\$14.47</b> per Bottle	<b>\$173.68</b> per Case	<b>\$154,382</b> Total
Red	\$16.35 bottle w/HST	\$196.26 case w/HST	\$174,452 total w/HST
	<b>\$14.47</b> per Bottle	<b>\$173.68</b> per Case	<b>\$77,191</b> Total
White	\$16.35 bottle w/HST	\$196.26 case w/HST	\$87,226 total w/HST
	<b>\$21.93</b> per Bottle	<b>\$263.15</b> per Case	<b>\$116,956</b> Total
Blush	\$24.78 bottle w/HST	\$297.36 case w/HST	\$132,160 total w/HST
<b>Agents, Restaurants</b>	<b>\$16.34</b> weighted	<b>\$196.05</b> weighted	<b>\$348,529</b> Total
	\$18.46 weighted	\$221.53 weighted	\$393,838 total w/HST

GROSS PROFIT (Agents, Restaurants)			
Red	<b>\$7.38</b> per Bottle	<b>\$88.57</b> per Case	<b>\$78,733</b> Total
	51.00% net profit	51.00% net profit	51.00% net profit
White	<b>\$8.51</b> per Bottle	<b>\$102.10</b> per Case	<b>\$45,378</b> Total
	58.79% net profit	58.79% net profit	58.79% net profit
Blush	<b>\$14.41</b> per Bottle	<b>\$172.87</b> per Case	<b>\$76,831</b> Total
	65.69% net profit	65.69% net profit	65.69% net profit
<b>Gross Profit</b>	<b>\$9.42</b> weighted	<b>\$113.03</b> weighted	<b>\$200,942</b> Total

SELLING COSTS (Agents, Restaurants)			
Agency Fees (Outside Sales Agent)			
	\$0.00 per Bottle	<b>\$0.00</b> per Case	\$0 Total
or : Sales Fee by %			
<b>20.0%</b>	<b>\$3.27</b> per Bottle	<b>\$39.21</b> per Case	<b>\$69,706</b> Total
	\$3.27 per Bottle	\$39.21 per Case	\$69,706 Total
Sales Incentive (one case per #)			
	<b>4</b>		
	\$1.73 per Bottle	<b>\$20.75</b> per Case	<b>\$36,897</b> Total
or : Sales Incentive by %			
<b>0.0%</b>	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
	\$1.73 per Bottle	\$20.75 per Case	\$36,897 Total
Shipping Fees	\$0.00 per Bottle	<b>\$0.00</b> per Case	\$0 Total
Admin Fees	\$0.03 per Bottle	<b>\$0.33</b> per Case	\$587 Total
<b>Total Selling Costs</b>	<b>\$5.02</b> per Bottle	<b>\$60.29</b> per Case	<b>\$107,189</b> Total

NET PROFIT (Agents, Restaurants)			
Red	<b>\$2.69</b> per Bottle	<b>\$32.23</b> per Case	<b>\$28,651</b> Total
	18.56% net profit	18.56% net profit	18.56% net profit
White	<b>\$4.09</b> per Bottle	<b>\$49.14</b> per Case	<b>\$21,840</b> Total
	28.29% net profit	28.29% net profit	28.29% net profit
Blush	<b>\$8.11</b> per Bottle	<b>\$97.34</b> per Case	<b>\$43,262</b> Total
	36.99% net profit	36.99% net profit	36.99% net profit
<b>Net Profit</b>	<b>\$4.39</b> weighted	<b>\$52.74</b> weighted	<b>\$93,753</b> Total



Wine Financial Model

FINANCIAL MODEL		Winery		Retail Store	62.01%	profit
		bottle	case	profit	total	
Cabernet	Red	\$9.10	\$109.15	56.06%	\$97,024	
Chardonnay	White	\$10.22	\$122.68	63.01%	\$54,523	
Sparkling	Blush	\$17.01	\$204.07	69.22%	\$90,696	

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

**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.*

**3. SELLING PRICES (Revenues) - LCBO**

*GROSS PROFIT - LCBO - this is the resulting Gross Profit*

COSTS [bulk wine, bottle, label, etc. pricing model]			
<b>Bulk Wine Summary</b>			
Red			
Source: Bulk (weighted)	10,667 # Bottles		Litres
Source: Bottled (weighted)	0 # Bottles		Litres
Source: Juice/Grapes	0 # Bottles		Litres
White			
Source: Bulk (weighted)	5,333 # Bottles		Litres
Source: Bottled (weighted)	0 # Bottles		Litres
Source: Juice/Grapes	0 # Bottles		Litres
Blush			
Source: Bulk (weighted)	5,333 # Bottles		Litres
Source: Bottled (weighted)	0 # Bottles		Litres
Source: Juice/Grapes	0 # Bottles		Litres
<b>Packaging Costs</b>			
Bottle			
Red	\$0.68 per Bottle	\$8.12 per Case	\$7,217.78 Total
White	\$0.72 per Bottle	\$8.60 per Case	\$3,822.22 Total
Blush	\$0.77 per Bottle	\$9.24 per Case	\$4,106.67 Total
	\$15,146.67 total	\$15,146.67 total	\$15,146.67 sum
Red	\$1.4200 per Bottle	\$17.04 per Case	\$15,146.67 Total
White	\$0.7900 per Bottle	\$9.48 per Case	\$4,213.33 Total
Blush	\$0.9100 per Bottle	\$10.92 per Case	\$4,853.33 Total
	\$24,213.33 total	\$24,213.33 total	\$24,213.33 sum
Red	\$0.1400 per Bottle	\$1.68 per Case	\$1,493.33 Total
White	\$0.1400 per Bottle	\$1.68 per Case	\$746.67 Total
Blush	\$0.4000 per Bottle	\$4.80 per Case	\$2,133.33 Total
	\$4,373.33 total	\$4,373.33 total	\$4,373.33 sum
Bottling Fee	\$0.5833 per Bottle	\$7.00 per Case	\$12,444.44 Total
Bottling Misc.Fee	\$0.0141 per Bottle	\$0.17 per Case	\$300.00 Total
Labour	\$0.0417 per Bottle	\$0.50 per Case	\$888.89 Total
Shipping (per skid)	\$0.1111 per Bottle per Skid \$80.00	\$1.33 per Case	\$2,370.37 Total
Storage (per skid)	\$0.0149 per Bottle per Month \$10.00	\$0.18 per Case 0 \$0.0000	\$317.46 Total
<b>Packaging by Varietal</b>			
Red	\$3.00 per Bottle	\$36.02 per Case	\$32,018.36 Total
White	\$2.41 per Bottle	\$28.94 per Case	\$12,862.51 Total
Blush	\$2.85 per Bottle	\$34.14 per Case	\$15,173.62 Total
<b>Total Packaging Costs</b>	<b>\$2.82 weighted</b>	<b>\$33.78 weighted</b>	<b>\$60,054.50 Total</b>
	\$60,054.50 total	\$60,054.50 total	\$60,054.50 sum
<b>LCBO, VQA and Taxes</b>			
VQA fee per lot	\$544.80		
Red	\$0.0511 per Bottle	\$0.61 per Case	\$544.80 Total
White	\$0.1022 per Bottle	\$1.23 per Case	\$544.80 Total
Blush	\$0.1022 per Bottle	\$1.23 per Case	\$544.80 Total
	\$1,634.40 total	\$1,634.40 total	\$1,634.40 sum
LCBO promo fee per SKU	\$0.00 (fee is due separately for each SKU)		
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
	\$0.00 total	\$0.00 total	\$0.00 sum
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 products)		
VQA Fee 4.5 cents/litre	\$0.0338 per Bottle	\$0.41 per Case	\$720.00 Total
Environmental Fee \$0.0893 /btl	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.25	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Federal Excise Tax	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
<b>LCBO, VQA by Varietal</b>			
Red	\$0.08 per Bottle	\$1.02 per Case	\$1,264.80 Total
White	\$0.14 per Bottle	\$1.63 per Case	\$1,264.80 Total
Blush	\$0.14 per Bottle	\$1.63 per Case	\$1,264.80 Total
<b>Total LCBO, VQA, Fees</b>	<b>\$0.11 weighted</b>	<b>\$1.32 weighted</b>	<b>\$2,354.40 Total</b>
<b>Total Cost of Goods Sold</b>			
Red	\$7.07 per Bottle	\$84.85 per Case	\$75,423.16 Total
White	\$5.92 per Bottle	\$71.07 per Case	\$31,587.31 Total
Blush	\$7.48 per Bottle	\$89.77 per Case	\$39,898.42 Total
	<b>\$6.89 weighted</b>	<b>\$82.64 weighted</b>	<b>\$146,909 per Bottle</b>

Wine Financial Model

<b>COSTS [finished wine per bottle]</b>			
<b>Total Product Acquisition Cost</b>			
Red	\$6.10 per Bottle	\$73.17 per Case	\$0 Total
White	\$4.79 per Bottle	\$57.51 per Case	\$0 Total
Blush	\$4.31 per Bottle	\$51.69 per Case	\$0 Total
	\$0.00 <i>weighted</i>	\$0.00 <i>weighted</i>	\$0 Total
<b>Generic Costs</b>			
Labour	\$0.0208 per Bottle per Skid <b>\$40.00</b>	<b>\$0.25</b> per Case cases Skid <b>68</b>	\$0.00 Total
Shipping (per skid)	\$0.0490 per Bottle per Month \$10.00	\$0.59 per Case no.months 0	\$0.00 Total
Storage (per skid)	\$0.0446 per Bottle	\$0.54 per Case	\$0.00 Total
<b>Total Acquisition by Varietal</b>			
Red	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
<b>Total Product Acquisition</b>	<b>\$0.00</b> <i>weighted</i>	<b>\$0.00</b> <i>weighted</i>	<b>\$0 Total</b>
<b>LCBO, VQA and Taxes</b>			
VQA fee per lot <b>\$0.00</b> (fee is due separately for red, white, 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 <i>weighted</i>		\$0.00 <i>Total</i>
LCBO promo fee per SKU <b>\$0.03</b> (fee is due separately for each SKU)			
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 <i>weighted</i>		\$0.00 <i>Total</i>
LCBO Wine Levy \$1.215 /btl	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
LCBO admin fee 6.1%	8.5 % per Bottle		
VQA Fee 4.5 cents/litre	\$0.1359 per Bottle	\$0.41 per Case	\$0.00 Total
Environmental Fee \$0.0893 /btl	\$0.1359 per Bottle	\$0.00 per Case	\$0.00 Total
Bottle Tax (Volume Levy) \$0.25	\$0.0000 per Bottle	\$0.00 per Case	\$0.00 Total
Federal Excise Tax	\$0.1104 per Bottle	\$0.00 per Case	\$0.00 Total
<b>LCBO, VQA by Varietal</b>			
Red	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.0000 per Bottle	\$0.00 per Case	\$0 Total
	<b>\$0.00</b>	\$0.0000 <i>weighted</i>	\$0.00 <i>weighted</i>
			<b>\$0 Total</b>
<b>TOTAL COGS</b>			
Red	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
White	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
Blush	\$0.00 per Bottle	\$0.00 per Case	\$0 Total
<b>Total Cost of Goods Sold</b>	<b>#DIV/0!</b> <i>weighted</i>	<b>#DIV/0!</b> <i>weighted</i>	<b>\$0 Total</b>

SELLING PRICES (Revenues) - Winery Retail Store			
Federal Tax and Provincial ORST (calculated from retail price)			
Red	<b>\$16.23</b> per Bottle \$18.33 bottle w/HST	\$194.71 Total \$220.02 per Case	\$173,073 Total \$195,572 total w/HST
White	<b>\$16.23</b> per Case \$18.33 bottle w/HST	\$194.71 Total \$220.02 per Case	\$86,536 Total \$97,786 total w/HST
Blush	<b>\$24.57</b> per Case \$27.76 bottle w/HST	\$294.80 Total \$333.12 per Case	\$131,020 Total \$148,053 total w/HST
<b>Winery Retail Store</b>	<b>\$18.31</b> <i>weighted</i> \$20.69 <i>weighted</i>	<b>\$219.73</b> <i>weighted</i> \$248.29 <i>weighted</i>	<b>\$390,629</b> Total \$441,411 total w/HST

GROSS PROFIT (Winery Retail Store)			
Red	\$9.13 per Bottle 56.29% net profit	\$109.60 per Case 56.29% net profit	\$97,424 Total 56.29% net profit
White	\$10.26 per Bottle 63.24% net profit	\$123.13 per Case 63.24% net profit	\$54,723 Total 63.24% net profit
Blush	\$17.04 per Bottle 69.38% net profit	\$204.52 per Case 69.38% net profit	\$90,896 Total 69.38% net profit
<b>Gross Profit</b>	<b>\$11.39</b> <i>weighted</i>	<b>\$219.73</b> Total	<b>\$243,043</b> Total

SELLING COSTS (Winery Retail Store)			
Agency Fees (Outside Sales Agent)			
	\$0.00 per Bottle	<b>\$0.00</b> per Case	\$0 Total
<i>or: Agency Fee by %</i>			
<b>0.0%</b>	\$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
<i>or: Selling Fee by %</i>			
<b>0.0%</b>	\$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	\$356 Total
Admin Fees	\$0.02 per Bottle	<b>\$0.25</b> per Case	\$444 Total
<b>Total Selling Costs</b>	<b>\$0.04</b> per Bottle	<b>\$0.45</b> per Case	<b>\$800</b> Total

NET PROFIT (Winery Retail Store)			
Red	\$9.10 per Case 56.06% net profit	\$109.15 per Case 56.06% net profit	\$97,024 Total 56.06% net profit
White	\$10.22 per Case 63.01% net profit	\$122.68 per Case 63.01% net profit	\$54,523 Total 63.01% net profit
Blush	\$17.01 per Case 69.22% net profit	\$204.07 per Case 69.22% net profit	\$90,696 Total 69.22% net profit
<b>Net Profit</b>	<b>\$11.36</b> <i>weighted</i>	<b>\$219.28</b> Total	<b>\$242,243</b> Total