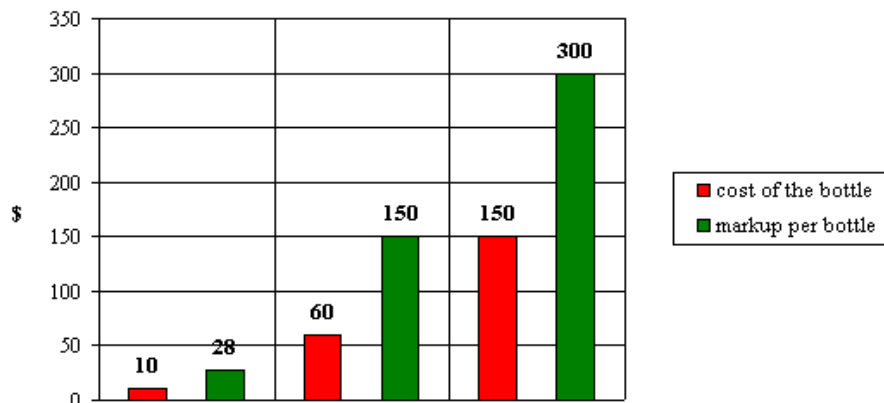




Potential Profitability

	Basic bottle	Average bottle	Premium bottle
Bottle cost	\$ 10.00	\$ 60.00	\$ 150.00
Markup percentage	280%	250%	200%
Markup price	\$ 28.00	\$ 150.00	\$ 300.00
Gross Price per bottle	\$ 38.00 + tax	\$ 210.00 + tax	\$ 450.00 + tax
Price of Taste of one oz. per bottle (750ml. = 25 oz.)	\$ 1.52 + tax	\$ 8.40 + tax	\$ 18.00 + tax
Oz. pay off the bottle = no. 6.58 oz.	\$ 10.00		
Oz. pay off the bottle = no. 7.14 oz.		\$ 60.00	
Oz. Pay off the bottle = no. 8.33 oz.			\$ 150.00
Oz. gross profit = no. 18.42 oz.	\$ 28.00		
Gross profit percentage	280.00%		
Oz. gross profit = no. 17.86 oz.		\$ 150.00	
Gross profit percentage		250%	
Oz. gross profit = no. 16.67 oz.			\$ 300.00
Gross profit percentage			200%



Basic bottle Average bottle Premium bottle

Rinaldini Distribution, Inc.

Enomatic Importer and Distributor - Northwest Southwest USA

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