

BEER AND ALCOHOL PRICING

Using Case/Keg/Bottle Prices to Determine Minimum Retail Prices

Use the following tables to quickly determine minimum retail prices for beer and alcohol. These tables make it easy to set prices when entering new items into the POS, or gauging how to put an item on sale.

USING THE TABLES:

Example: a case (24 cans) of RICKY BOBBY MILK STOUT costs \$37.95. Looking at the BOTTLED BEER PRICING chart (on a following page), we should price it at least \$5.50. It might be okay to round up (but not down) to the next more convenient value, so put it in the POS at \$6.00.

Note that the tables were generated using the following assumptions:

- 16 oz draft pours, 1.5 oz liquor pours, 6 oz glasses of wine
- Goal of 33.3% COGs for beer (3x markup)
- Goal of 25% COGs for beer (4x markup)
- Liquor is subject to a \$3.75 per bottle tax
- 7% NC Sales Tax ***is included*** in the final retail price

Item	Size	Serving	# servings	Markup
Beer	single	1 can/bottle	1	3x
Keg	1/6 BBL	16 oz draft	41	3x
Keg	1/4 BBL	16 oz draft	62	3x
Keg	1/2 BBL	16 oz draft	124	3x
Liquor	750 ml bottle	1.5 oz pour	17	4x
Wine	750 ml bottle	6 oz glass	4	4x
Wine	3 Liter box	6 oz glass	16	4x

IMPORTANT: If any of those assumptions change, or you have an odd bottle size, you will need to manually calculate the price.

MARKET PRICES:

The tables are convenient, but are completely driven by set formulas. They do not take into account what the local market is.

For example, at the time of this writing, Patron is \$57 per bottle and **should** be (per the tables) priced at \$16 per shot. However, no one in our local market would pay that, considering what other bars charge.

This is typical of more expensive, top shelf drinks. For these drinks, we should use the tables as a guide, but ultimately price drinks based on the local market.

BEER AND ALCOHOL PRICING

Additional Notes on Alcohol Pricing

MANUAL PRICE CALCULATION:

When the assumptions above for the tables change, or you have an odd bottle size, you will need to manually calculate the price.

For example:

- An expensive draft beer that has smaller (8oz, 10oz, 12oz) servings
- An expensive beer that tends to foam a lot, so we can't get 42 draft from it
- A larger bottle of liquor
- Mini bottles of champagne

Manual price calculation works like this:

- Start with the price we pay (add liquor tax, if applicable).
- Divide by the number of sellable units (portions). This is the COST PER UNIT.
- Multiply by 3 (33%) for beer or 4 (25%) for liquor. This is the RETAIL PRICE BEFORE TAX.
- Multiply by 1.07 to add tax. This is the MIN RETAIL PRICE W/TAX.
- Round up to nearest \$0.50
- Lastly, consider the local market! (Refer to previous notes on market prices.)

NOTE ON SALES TAX

We currently include the sales tax in the price of a drink. However, this costs us customers and it forces us to advertise higher drink competitors than our competitors that add sales tax just like food.

We would eventually like to move away from including the tax, and lower our prices.

We are mindful that bartenders do not like change. Fortunately, this is only relevant for cash buyers, and our gross receipts show that 75-80% of bar sales are paid via credit/debit card. We anticipate the trend to move further away from cash (and increasing towards mobile payments with a phone).

This note is just a HEADS UP on the subject. No changes are announced at this time.

BOTTLED BEER PRICING (24 pack)

Min Case (24) Price	Max Case (24) Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 14.95	\$ 0.62	\$ 1.87	\$ 2.00
\$ 14.96	\$ 18.69	\$ 0.78	\$ 2.34	\$ 2.50
\$ 18.70	\$ 22.43	\$ 0.93	\$ 2.80	\$ 3.00
\$ 22.44	\$ 26.17	\$ 1.09	\$ 3.27	\$ 3.50
\$ 26.18	\$ 29.91	\$ 1.25	\$ 3.74	\$ 4.00
\$ 29.92	\$ 33.64	\$ 1.40	\$ 4.21	\$ 4.50
\$ 33.65	\$ 37.38	\$ 1.56	\$ 4.67	\$ 5.00
\$ 37.39	\$ 41.12	\$ 1.71	\$ 5.14	\$ 5.50
\$ 41.13	\$ 44.86	\$ 1.87	\$ 5.61	\$ 6.00
\$ 44.87	\$ 48.60	\$ 2.02	\$ 6.07	\$ 6.50
\$ 48.61	\$ 52.34	\$ 2.18	\$ 6.54	\$ 7.00
\$ 52.35	\$ 56.07	\$ 2.34	\$ 7.01	\$ 7.50
\$ 56.08	\$ 59.81	\$ 2.49	\$ 7.48	\$ 8.00
\$ 59.82	\$ 63.55	\$ 2.65	\$ 7.94	\$ 8.50
\$ 63.56	\$ 67.29	\$ 2.80	\$ 8.41	\$ 9.00
\$ 67.30	\$ 71.03	\$ 2.96	\$ 8.88	\$ 9.50
\$ 71.04	\$ 74.77	\$ 3.12	\$ 9.35	\$ 10.00
\$ 74.78	\$ 78.50	\$ 3.27	\$ 9.81	\$ 10.50
\$ 78.51	\$ 82.24	\$ 3.43	\$ 10.28	\$ 11.00
\$ 82.25	\$ 85.98	\$ 3.58	\$ 10.75	\$ 11.50
\$ 85.99	\$ 89.72	\$ 3.74	\$ 11.21	\$ 12.00
\$ 89.73	\$ 93.46	\$ 3.89	\$ 11.68	\$ 12.50
\$ 93.47	\$ 97.20	\$ 4.05	\$ 12.15	\$ 13.00
\$ 97.21	\$ 100.93	\$ 4.21	\$ 12.62	\$ 13.50
\$ 100.94	\$ 104.67	\$ 4.36	\$ 13.08	\$ 14.00
\$ 104.68	\$ 108.41	\$ 4.52	\$ 13.55	\$ 14.50
\$ 108.42	\$ 112.15	\$ 4.67	\$ 14.02	\$ 15.00
\$ 112.16	\$ 115.89	\$ 4.83	\$ 14.49	\$ 15.50
\$ 115.90	\$ 119.63	\$ 4.98	\$ 14.95	\$ 16.00
\$ 119.64	\$ 123.36	\$ 5.14	\$ 15.42	\$ 16.50
\$ 123.37	\$ 127.10	\$ 5.30	\$ 15.89	\$ 17.00
\$ 127.11	\$ 130.84	\$ 5.45	\$ 16.36	\$ 17.50
\$ 130.85	\$ 134.58	\$ 5.61	\$ 16.82	\$ 18.00

NOTE: Assumes 24 canned/bottled beers per case.

Formula = (CASE_PRICE / 24) * 3 * 1.07, then round to next higher 50 cents

BOTTLED BEER PRICING (12 pack)

Min Case (24) Price	Max Case (24) Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 7.48	\$ 0.62	\$ 1.87	\$ 2.00
\$ 7.49	\$ 18.69	\$ 0.78	\$ 2.34	\$ 2.50
\$ 18.70	\$ 22.43	\$ 0.93	\$ 2.80	\$ 3.00
\$ 22.44	\$ 26.17	\$ 1.09	\$ 3.27	\$ 3.50
\$ 26.18	\$ 29.91	\$ 1.25	\$ 3.74	\$ 4.00
\$ 29.92	\$ 33.64	\$ 1.40	\$ 4.21	\$ 4.50
\$ 33.65	\$ 37.38	\$ 1.56	\$ 4.67	\$ 5.00
\$ 37.39	\$ 41.12	\$ 1.71	\$ 5.14	\$ 5.50
\$ 41.13	\$ 44.86	\$ 1.87	\$ 5.61	\$ 6.00
\$ 44.87	\$ 48.60	\$ 2.02	\$ 6.07	\$ 6.50
\$ 48.61	\$ 52.34	\$ 2.18	\$ 6.54	\$ 7.00
\$ 52.35	\$ 56.07	\$ 2.34	\$ 7.01	\$ 7.50
\$ 56.08	\$ 59.81	\$ 2.49	\$ 7.48	\$ 8.00
\$ 59.82	\$ 63.55	\$ 2.65	\$ 7.94	\$ 8.50
\$ 63.56	\$ 67.29	\$ 2.80	\$ 8.41	\$ 9.00
\$ 67.30	\$ 71.03	\$ 2.96	\$ 8.88	\$ 9.50
\$ 71.04	\$ 74.77	\$ 3.12	\$ 9.35	\$ 10.00
\$ 74.78	\$ 78.50	\$ 3.27	\$ 9.81	\$ 10.50
\$ 78.51	\$ 82.24	\$ 3.43	\$ 10.28	\$ 11.00
\$ 82.25	\$ 85.98	\$ 3.58	\$ 10.75	\$ 11.50
\$ 85.99	\$ 89.72	\$ 3.74	\$ 11.21	\$ 12.00
\$ 89.73	\$ 93.46	\$ 3.89	\$ 11.68	\$ 12.50
\$ 93.47	\$ 97.20	\$ 4.05	\$ 12.15	\$ 13.00
\$ 97.21	\$ 100.93	\$ 4.21	\$ 12.62	\$ 13.50
\$ 100.94	\$ 104.67	\$ 4.36	\$ 13.08	\$ 14.00
\$ 104.68	\$ 108.41	\$ 4.52	\$ 13.55	\$ 14.50
\$ 108.42	\$ 112.15	\$ 4.67	\$ 14.02	\$ 15.00
\$ 112.16	\$ 115.89	\$ 4.83	\$ 14.49	\$ 15.50
\$ 115.90	\$ 119.63	\$ 4.98	\$ 14.95	\$ 16.00
\$ 119.64	\$ 123.36	\$ 5.14	\$ 15.42	\$ 16.50
\$ 123.37	\$ 127.10	\$ 5.30	\$ 15.89	\$ 17.00
\$ 127.11	\$ 130.84	\$ 5.45	\$ 16.36	\$ 17.50
\$ 130.85	\$ 134.58	\$ 5.61	\$ 16.82	\$ 18.00
\$ 134.59	\$ 138.32	\$ 5.76	\$ 17.29	\$ 18.50
\$ 138.33	\$ 142.06	\$ 5.92	\$ 17.76	\$ 19.00
\$ 142.07	\$ 145.79	\$ 6.07	\$ 18.22	\$ 19.50
\$ 145.80	\$ 149.53	\$ 6.23	\$ 18.69	\$ 20.00

NOTE: Assumes 12 canned/bottled beers per case.

Formula = (CASE_PRICE / 12) * 3 * 1.07, then round to next higher 50 cents

DRAFT BEER (1/6 BBL) PRICING

Min Case (1/6B) Price	Max Keg (1/6B) Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 25.55	\$ 0.62	\$ 1.87	\$ 2.00
\$ 25.56	\$ 31.93	\$ 0.78	\$ 2.34	\$ 2.50
\$ 31.94	\$ 38.32	\$ 0.93	\$ 2.80	\$ 3.00
\$ 38.33	\$ 44.70	\$ 1.09	\$ 3.27	\$ 3.50
\$ 44.71	\$ 51.09	\$ 1.25	\$ 3.74	\$ 4.00
\$ 51.10	\$ 57.48	\$ 1.40	\$ 4.21	\$ 4.50
\$ 57.49	\$ 63.86	\$ 1.56	\$ 4.67	\$ 5.00
\$ 63.87	\$ 70.25	\$ 1.71	\$ 5.14	\$ 5.50
\$ 70.26	\$ 76.64	\$ 1.87	\$ 5.61	\$ 6.00
\$ 76.65	\$ 83.02	\$ 2.02	\$ 6.07	\$ 6.50
\$ 83.03	\$ 89.41	\$ 2.18	\$ 6.54	\$ 7.00
\$ 89.42	\$ 95.79	\$ 2.34	\$ 7.01	\$ 7.50
\$ 95.80	\$ 102.18	\$ 2.49	\$ 7.48	\$ 8.00
\$ 102.19	\$ 108.57	\$ 2.65	\$ 7.94	\$ 8.50
\$ 108.58	\$ 114.95	\$ 2.80	\$ 8.41	\$ 9.00
\$ 114.96	\$ 121.34	\$ 2.96	\$ 8.88	\$ 9.50
\$ 121.35	\$ 127.73	\$ 3.12	\$ 9.35	\$ 10.00
\$ 127.74	\$ 134.11	\$ 3.27	\$ 9.81	\$ 10.50
\$ 134.12	\$ 140.50	\$ 3.43	\$ 10.28	\$ 11.00
\$ 140.51	\$ 146.88	\$ 3.58	\$ 10.75	\$ 11.50
\$ 146.89	\$ 153.27	\$ 3.74	\$ 11.21	\$ 12.00
\$ 153.28	\$ 159.66	\$ 3.89	\$ 11.68	\$ 12.50
\$ 159.67	\$ 166.04	\$ 4.05	\$ 12.15	\$ 13.00
\$ 166.05	\$ 172.43	\$ 4.21	\$ 12.62	\$ 13.50
\$ 172.44	\$ 178.82	\$ 4.36	\$ 13.08	\$ 14.00
\$ 178.83	\$ 185.20	\$ 4.52	\$ 13.55	\$ 14.50
\$ 185.21	\$ 191.59	\$ 4.67	\$ 14.02	\$ 15.00
\$ 191.60	\$ 197.98	\$ 4.83	\$ 14.49	\$ 15.50
\$ 197.99	\$ 204.36	\$ 4.98	\$ 14.95	\$ 16.00
\$ 204.37	\$ 210.75	\$ 5.14	\$ 15.42	\$ 16.50
\$ 210.76	\$ 217.13	\$ 5.30	\$ 15.89	\$ 17.00
\$ 217.14	\$ 223.52	\$ 5.45	\$ 16.36	\$ 17.50
\$ 223.53	\$ 229.91	\$ 5.61	\$ 16.82	\$ 18.00
\$ 229.92	\$ 236.29	\$ 5.76	\$ 17.29	\$ 18.50
\$ 236.30	\$ 242.68	\$ 5.92	\$ 17.76	\$ 19.00
\$ 242.69	\$ 249.07	\$ 6.07	\$ 18.22	\$ 19.50
\$ 249.08	\$ 255.45	\$ 6.23	\$ 18.69	\$ 20.00

NOTE: Assumes 41 draws (16 oz each) per 1/6 BBL keg.

Formula = (KEG_PRICE / 41) * 3 * 1.07, then round to next higher 50 cents

DRAFT BEER (1/4 BBL) PRICING

Min Case (1/2B) Price	Max Keg (1/2B) Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 38.63	\$ 0.62	\$ 1.87	\$ 2.00
\$ 38.64	\$ 48.29	\$ 0.78	\$ 2.34	\$ 2.50
\$ 48.30	\$ 57.94	\$ 0.93	\$ 2.80	\$ 3.00
\$ 57.95	\$ 67.60	\$ 1.09	\$ 3.27	\$ 3.50
\$ 67.61	\$ 77.26	\$ 1.25	\$ 3.74	\$ 4.00
\$ 77.27	\$ 86.92	\$ 1.40	\$ 4.21	\$ 4.50
\$ 86.93	\$ 96.57	\$ 1.56	\$ 4.67	\$ 5.00
\$ 96.58	\$ 106.23	\$ 1.71	\$ 5.14	\$ 5.50
\$ 106.24	\$ 115.89	\$ 1.87	\$ 5.61	\$ 6.00
\$ 115.90	\$ 125.55	\$ 2.02	\$ 6.07	\$ 6.50
\$ 125.56	\$ 135.20	\$ 2.18	\$ 6.54	\$ 7.00
\$ 135.21	\$ 144.86	\$ 2.34	\$ 7.01	\$ 7.50
\$ 144.87	\$ 154.52	\$ 2.49	\$ 7.48	\$ 8.00
\$ 154.53	\$ 164.17	\$ 2.65	\$ 7.94	\$ 8.50
\$ 164.18	\$ 173.83	\$ 2.80	\$ 8.41	\$ 9.00
\$ 173.84	\$ 183.49	\$ 2.96	\$ 8.88	\$ 9.50
\$ 183.50	\$ 193.15	\$ 3.12	\$ 9.35	\$ 10.00
\$ 193.16	\$ 202.80	\$ 3.27	\$ 9.81	\$ 10.50
\$ 202.81	\$ 212.46	\$ 3.43	\$ 10.28	\$ 11.00
\$ 212.47	\$ 222.12	\$ 3.58	\$ 10.75	\$ 11.50
\$ 222.13	\$ 231.78	\$ 3.74	\$ 11.21	\$ 12.00
\$ 231.79	\$ 241.43	\$ 3.89	\$ 11.68	\$ 12.50
\$ 241.44	\$ 251.09	\$ 4.05	\$ 12.15	\$ 13.00
\$ 251.10	\$ 260.75	\$ 4.21	\$ 12.62	\$ 13.50
\$ 260.76	\$ 270.40	\$ 4.36	\$ 13.08	\$ 14.00
\$ 270.41	\$ 280.06	\$ 4.52	\$ 13.55	\$ 14.50
\$ 280.07	\$ 289.72	\$ 4.67	\$ 14.02	\$ 15.00
\$ 289.73	\$ 299.38	\$ 4.83	\$ 14.49	\$ 15.50
\$ 299.39	\$ 309.03	\$ 4.98	\$ 14.95	\$ 16.00
\$ 309.04	\$ 318.69	\$ 5.14	\$ 15.42	\$ 16.50
\$ 318.70	\$ 328.35	\$ 5.30	\$ 15.89	\$ 17.00
\$ 328.36	\$ 338.01	\$ 5.45	\$ 16.36	\$ 17.50
\$ 338.02	\$ 347.66	\$ 5.61	\$ 16.82	\$ 18.00
\$ 347.67	\$ 357.32	\$ 5.76	\$ 17.29	\$ 18.50
\$ 357.33	\$ 366.98	\$ 5.92	\$ 17.76	\$ 19.00
\$ 366.99	\$ 376.64	\$ 6.07	\$ 18.22	\$ 19.50
\$ 376.65	\$ 386.29	\$ 6.23	\$ 18.69	\$ 20.00

NOTE: Assumes 62 draws (16 oz each) per 1/4 BBL keg.

Formula = (KEG_PRICE / 62) * 3 * 1.07, then round to next higher 50 cents

DRAFT BEER (1/2 BBL) PRICING

Min Case (1/2B) Price	Max Keg (1/2B) Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 77.26	\$ 0.62	\$ 1.87	\$ 2.00
\$ 77.27	\$ 96.57	\$ 0.78	\$ 2.34	\$ 2.50
\$ 96.58	\$ 115.89	\$ 0.93	\$ 2.80	\$ 3.00
\$ 115.90	\$ 135.20	\$ 1.09	\$ 3.27	\$ 3.50
\$ 135.21	\$ 154.52	\$ 1.25	\$ 3.74	\$ 4.00
\$ 154.53	\$ 173.83	\$ 1.40	\$ 4.21	\$ 4.50
\$ 173.84	\$ 193.15	\$ 1.56	\$ 4.67	\$ 5.00
\$ 193.16	\$ 212.46	\$ 1.71	\$ 5.14	\$ 5.50
\$ 212.47	\$ 231.78	\$ 1.87	\$ 5.61	\$ 6.00
\$ 231.79	\$ 251.09	\$ 2.02	\$ 6.07	\$ 6.50
\$ 251.10	\$ 270.40	\$ 2.18	\$ 6.54	\$ 7.00
\$ 270.41	\$ 289.72	\$ 2.34	\$ 7.01	\$ 7.50
\$ 289.73	\$ 309.03	\$ 2.49	\$ 7.48	\$ 8.00
\$ 309.04	\$ 328.35	\$ 2.65	\$ 7.94	\$ 8.50
\$ 328.36	\$ 347.66	\$ 2.80	\$ 8.41	\$ 9.00
\$ 347.67	\$ 366.98	\$ 2.96	\$ 8.88	\$ 9.50
\$ 366.99	\$ 386.29	\$ 3.12	\$ 9.35	\$ 10.00
\$ 386.30	\$ 405.61	\$ 3.27	\$ 9.81	\$ 10.50
\$ 405.62	\$ 424.92	\$ 3.43	\$ 10.28	\$ 11.00
\$ 424.93	\$ 444.24	\$ 3.58	\$ 10.75	\$ 11.50
\$ 444.25	\$ 463.55	\$ 3.74	\$ 11.21	\$ 12.00
\$ 463.56	\$ 482.87	\$ 3.89	\$ 11.68	\$ 12.50
\$ 482.88	\$ 502.18	\$ 4.05	\$ 12.15	\$ 13.00
\$ 502.19	\$ 521.50	\$ 4.21	\$ 12.62	\$ 13.50
\$ 521.51	\$ 540.81	\$ 4.36	\$ 13.08	\$ 14.00
\$ 540.82	\$ 560.12	\$ 4.52	\$ 13.55	\$ 14.50
\$ 560.13	\$ 579.44	\$ 4.67	\$ 14.02	\$ 15.00
\$ 579.45	\$ 598.75	\$ 4.83	\$ 14.49	\$ 15.50
\$ 598.76	\$ 618.07	\$ 4.98	\$ 14.95	\$ 16.00
\$ 618.08	\$ 637.38	\$ 5.14	\$ 15.42	\$ 16.50
\$ 637.39	\$ 656.70	\$ 5.30	\$ 15.89	\$ 17.00
\$ 656.71	\$ 676.01	\$ 5.45	\$ 16.36	\$ 17.50
\$ 676.02	\$ 695.33	\$ 5.61	\$ 16.82	\$ 18.00
\$ 695.34	\$ 714.64	\$ 5.76	\$ 17.29	\$ 18.50
\$ 714.65	\$ 733.96	\$ 5.92	\$ 17.76	\$ 19.00
\$ 733.97	\$ 753.27	\$ 6.07	\$ 18.22	\$ 19.50
\$ 753.28	\$ 772.59	\$ 6.23	\$ 18.69	\$ 20.00

NOTE: Assumes 124 draws (16 oz each) per 1/2 BBL keg.

Formula = (KEG_PRICE / 124) * 3 * 1.07, then round to next higher 50 cents

LIQUOR PRICING (1.5 oz pours)

Min Bottle 750ml Price	Max Bottle 750ml Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 12.14	\$ 0.93	\$ 3.74	\$ 4.00
\$ 12.15	\$ 14.12	\$ 1.05	\$ 4.21	\$ 4.50
\$ 14.13	\$ 16.11	\$ 1.17	\$ 4.67	\$ 5.00
\$ 16.12	\$ 18.10	\$ 1.29	\$ 5.14	\$ 5.50
\$ 18.11	\$ 20.08	\$ 1.40	\$ 5.61	\$ 6.00
\$ 20.09	\$ 22.07	\$ 1.52	\$ 6.07	\$ 6.50
\$ 22.08	\$ 24.05	\$ 1.64	\$ 6.54	\$ 7.00
\$ 24.06	\$ 26.04	\$ 1.75	\$ 7.01	\$ 7.50
\$ 26.05	\$ 28.03	\$ 1.87	\$ 7.48	\$ 8.00
\$ 28.04	\$ 30.01	\$ 1.99	\$ 7.94	\$ 8.50
\$ 30.02	\$ 32.00	\$ 2.10	\$ 8.41	\$ 9.00
\$ 32.01	\$ 33.98	\$ 2.22	\$ 8.88	\$ 9.50
\$ 33.99	\$ 35.97	\$ 2.34	\$ 9.35	\$ 10.00
\$ 35.98	\$ 39.94	\$ 2.57	\$ 10.28	\$ 11.00
\$ 39.95	\$ 43.91	\$ 2.80	\$ 11.21	\$ 12.00
\$ 43.92	\$ 47.89	\$ 3.04	\$ 12.15	\$ 13.00
\$ 47.90	\$ 51.86	\$ 3.27	\$ 13.08	\$ 14.00
\$ 51.87	\$ 55.83	\$ 3.50	\$ 14.02	\$ 15.00
\$ 55.84	\$ 59.80	\$ 3.74	\$ 14.95	\$ 16.00
\$ 59.81	\$ 63.77	\$ 3.97	\$ 15.89	\$ 17.00
\$ 63.78	\$ 67.75	\$ 4.21	\$ 16.82	\$ 18.00
\$ 67.76	\$ 71.72	\$ 4.44	\$ 17.76	\$ 19.00
\$ 71.73	\$ 75.69	\$ 4.67	\$ 18.69	\$ 20.00
\$ 75.70	\$ 79.66	\$ 4.91	\$ 19.63	\$ 21.00
\$ 79.67	\$ 83.63	\$ 5.14	\$ 20.56	\$ 22.00
\$ 83.64	\$ 87.61	\$ 5.37	\$ 21.50	\$ 23.00
\$ 87.62	\$ 91.58	\$ 5.61	\$ 22.43	\$ 24.00
\$ 91.59	\$ 95.55	\$ 5.84	\$ 23.36	\$ 25.00
\$ 95.56	\$ 99.52	\$ 6.07	\$ 24.30	\$ 26.00
\$ 99.53	\$ 103.49	\$ 6.31	\$ 25.23	\$ 27.00
\$ 103.50	\$ 107.46	\$ 6.54	\$ 26.17	\$ 28.00
\$ 107.47	\$ 111.44	\$ 6.78	\$ 27.10	\$ 29.00
\$ 111.45	\$ 115.41	\$ 7.01	\$ 28.04	\$ 30.00

NOTE: Assumes 17 pours from a 750ml (25.6oz) bottle at 1.5 oz per pour. Liquor is marked up 4x.

Formula = (BOTTLE_PRICE + BOTTLE_TAX) / 17 * 4 * 1.07, then round to next higher 50 cents

WINE PRICING (4 glasses / 750 ml bottle)

Min Bottle 750ml Price	Max Bottle 750ml Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 3.74	\$ 0.93	\$ 3.74	\$ 4.00
\$ 3.75	\$ 4.21	\$ 1.05	\$ 4.21	\$ 4.50
\$ 4.22	\$ 4.67	\$ 1.17	\$ 4.67	\$ 5.00
\$ 4.68	\$ 5.14	\$ 1.29	\$ 5.14	\$ 5.50
\$ 5.15	\$ 5.61	\$ 1.40	\$ 5.61	\$ 6.00
\$ 5.62	\$ 6.07	\$ 1.52	\$ 6.07	\$ 6.50
\$ 6.08	\$ 6.54	\$ 1.64	\$ 6.54	\$ 7.00
\$ 6.55	\$ 7.01	\$ 1.75	\$ 7.01	\$ 7.50
\$ 7.02	\$ 7.48	\$ 1.87	\$ 7.48	\$ 8.00
\$ 7.49	\$ 7.94	\$ 1.99	\$ 7.94	\$ 8.50
\$ 7.95	\$ 8.41	\$ 2.10	\$ 8.41	\$ 9.00
\$ 8.42	\$ 8.88	\$ 2.22	\$ 8.88	\$ 9.50
\$ 8.89	\$ 9.35	\$ 2.34	\$ 9.35	\$ 10.00
\$ 9.36	\$ 10.28	\$ 2.57	\$ 10.28	\$ 11.00
\$ 10.29	\$ 11.21	\$ 2.80	\$ 11.21	\$ 12.00
\$ 11.22	\$ 12.15	\$ 3.04	\$ 12.15	\$ 13.00
\$ 12.16	\$ 13.08	\$ 3.27	\$ 13.08	\$ 14.00
\$ 13.09	\$ 14.02	\$ 3.50	\$ 14.02	\$ 15.00
\$ 14.03	\$ 14.95	\$ 3.74	\$ 14.95	\$ 16.00
\$ 14.96	\$ 15.89	\$ 3.97	\$ 15.89	\$ 17.00
\$ 15.90	\$ 16.82	\$ 4.21	\$ 16.82	\$ 18.00
\$ 16.83	\$ 17.76	\$ 4.44	\$ 17.76	\$ 19.00
\$ 17.77	\$ 18.69	\$ 4.67	\$ 18.69	\$ 20.00
\$ 18.70	\$ 19.63	\$ 4.91	\$ 19.63	\$ 21.00
\$ 19.64	\$ 20.56	\$ 5.14	\$ 20.56	\$ 22.00
\$ 20.57	\$ 21.50	\$ 5.37	\$ 21.50	\$ 23.00
\$ 21.51	\$ 22.43	\$ 5.61	\$ 22.43	\$ 24.00
\$ 22.44	\$ 23.36	\$ 5.84	\$ 23.36	\$ 25.00
\$ 23.37	\$ 24.30	\$ 6.07	\$ 24.30	\$ 26.00
\$ 24.31	\$ 25.23	\$ 6.31	\$ 25.23	\$ 27.00
\$ 25.24	\$ 26.17	\$ 6.54	\$ 26.17	\$ 28.00
\$ 26.18	\$ 27.10	\$ 6.78	\$ 27.10	\$ 29.00
\$ 27.11	\$ 28.04	\$ 7.01	\$ 28.04	\$ 30.00

NOTE: Assumes 4 glasses from a 750ml. Wine is marked up 4x.

Formula = (BOTTLE_PRICE / 4) * 4 * 1.07, then round to next higher 50 cents

WINE PRICING (16 glasses / 3L box)

Min Bottle 750ml Price	Max Bottle 750ml Price	Cost Per Unit	Retail Price Before Tax	Min Retail Price w/Tax
\$ -	\$ 14.95	\$ 0.93	\$ 3.74	\$ 4.00
\$ 14.96	\$ 16.82	\$ 1.05	\$ 4.21	\$ 4.50
\$ 16.83	\$ 18.69	\$ 1.17	\$ 4.67	\$ 5.00
\$ 18.70	\$ 20.56	\$ 1.29	\$ 5.14	\$ 5.50
\$ 20.57	\$ 22.43	\$ 1.40	\$ 5.61	\$ 6.00
\$ 22.44	\$ 24.30	\$ 1.52	\$ 6.07	\$ 6.50
\$ 24.31	\$ 26.17	\$ 1.64	\$ 6.54	\$ 7.00
\$ 26.18	\$ 28.04	\$ 1.75	\$ 7.01	\$ 7.50
\$ 28.05	\$ 29.91	\$ 1.87	\$ 7.48	\$ 8.00
\$ 29.92	\$ 31.78	\$ 1.99	\$ 7.94	\$ 8.50
\$ 31.79	\$ 33.64	\$ 2.10	\$ 8.41	\$ 9.00
\$ 33.65	\$ 35.51	\$ 2.22	\$ 8.88	\$ 9.50
\$ 35.52	\$ 37.38	\$ 2.34	\$ 9.35	\$ 10.00
\$ 37.39	\$ 41.12	\$ 2.57	\$ 10.28	\$ 11.00
\$ 41.13	\$ 44.86	\$ 2.80	\$ 11.21	\$ 12.00
\$ 44.87	\$ 48.60	\$ 3.04	\$ 12.15	\$ 13.00
\$ 48.61	\$ 52.34	\$ 3.27	\$ 13.08	\$ 14.00
\$ 52.35	\$ 56.07	\$ 3.50	\$ 14.02	\$ 15.00
\$ 56.08	\$ 59.81	\$ 3.74	\$ 14.95	\$ 16.00
\$ 59.82	\$ 63.55	\$ 3.97	\$ 15.89	\$ 17.00
\$ 63.56	\$ 67.29	\$ 4.21	\$ 16.82	\$ 18.00
\$ 67.30	\$ 71.03	\$ 4.44	\$ 17.76	\$ 19.00
\$ 71.04	\$ 74.77	\$ 4.67	\$ 18.69	\$ 20.00
\$ 74.78	\$ 78.50	\$ 4.91	\$ 19.63	\$ 21.00
\$ 78.51	\$ 82.24	\$ 5.14	\$ 20.56	\$ 22.00
\$ 82.25	\$ 85.98	\$ 5.37	\$ 21.50	\$ 23.00
\$ 85.99	\$ 89.72	\$ 5.61	\$ 22.43	\$ 24.00
\$ 89.73	\$ 93.46	\$ 5.84	\$ 23.36	\$ 25.00
\$ 93.47	\$ 97.20	\$ 6.07	\$ 24.30	\$ 26.00
\$ 97.21	\$ 100.93	\$ 6.31	\$ 25.23	\$ 27.00
\$ 100.94	\$ 104.67	\$ 6.54	\$ 26.17	\$ 28.00
\$ 104.68	\$ 108.41	\$ 6.78	\$ 27.10	\$ 29.00
\$ 108.42	\$ 112.15	\$ 7.01	\$ 28.04	\$ 30.00

NOTE: Assumes 16 glasses from a 3L box. Wine is marked up 4x.

Formula = (BOX_PRICE / 16) * 4 * 1.07, then round to next higher 50 cents