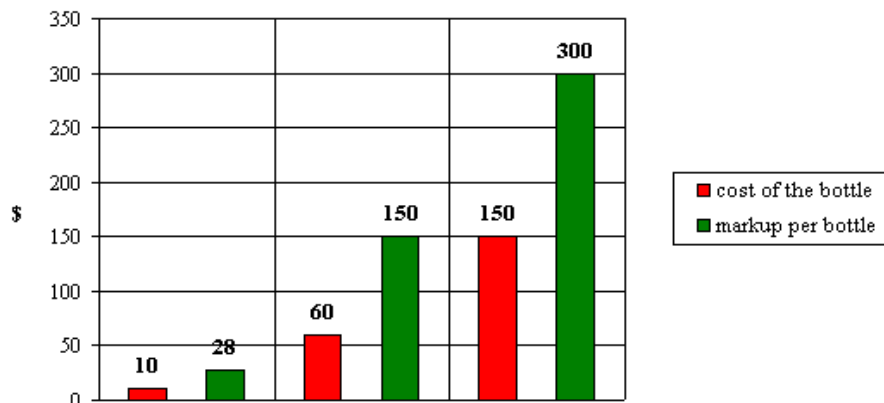




## Potential Profitability

	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. <b>6.58 oz.</b>	\$ 10.00		
Oz. pay off the bottle = no. <b>7.14 oz.</b>		\$ 60.00	
Oz. Pay off the bottle = no. <b>8.33 oz.</b>			\$ 150.00
Oz. gross profit = no. <b>18.42 oz.</b>	\$ 28.00		
Gross profit percentage	280.00%		
Oz. gross profit = no. <b>17.86 oz.</b>		\$ 150.00	
Gross profit percentage		250%	
Oz. gross profit = no. <b>16.67 oz.</b>			\$ 300.00
Gross profit percentage			200%



Basic bottle Average bottle Premium bottle

### *Rinaldini Distribution, Inc.*

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