

DISTILLED SPIRITS PRICE COMPARISON



Assumptions:

750ml bottle of 80 proof vodka, with a landed cost of \$10 at wholesale warehouse.
18% Wholesale Markup (15% margin) • 25% Retail Markup (20% margin)



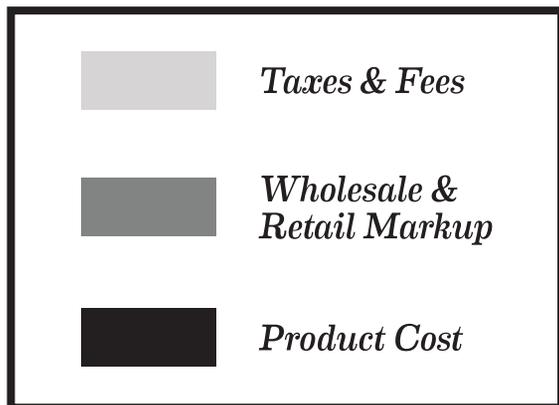
OR \$20.80



WA \$26.27



CA \$16.87



Taxes & Fees:

10% Wholesale Fee\$1.18
17% Retail Fee 2.76
Liter Tax 2.83
20.5% Sales Tax 4.47

Markup:

Wholesale 18%
Retail25%
(Pre - 1183 Price\$22.57)

Taxes:

Excise Tax\$.66
Sales Tax1.21
(Av. 7.5%)

Markup:

Wholesale18%
Retail25%