

Pricing for Black Market Spirits Products

Hendry's Vodka

750ml (12pk)

FOB: \$98.28

Tax: \$14.12

Freight: \$8

LIC: \$120.40

Net wholesale case: \$164

Net wholesale bottle: \$13.74 (there is an \$0.08 minimum case breakage charge I'm required to add for bottle sales, per CT state regs. Feel free to follow up with me for a more thorough explanation here.)

Distributor GP: 26.6%

SRP: \$19.99

Retail GP @ \$19.99: 31.3%

Hendry's Vodka

1L (12pk)

FOB: \$124.13

Tax: \$18.83

Freight: \$8

LIC: \$150.96

Net wholesale case: \$204

Net wholesale bottle: \$17.08

Distributor GP: 26%

SRP: \$24.99

Retail GP @ \$24.99: 31.97%

1.75L (6pk)

FOB: \$68.52

Tax: \$16.48

Freight: \$8

LIC: \$93

Net wholesale case: \$124

Net wholesale bottle: \$20.74

Distributor GP: 25%

SRP: \$29.99

Retail GP @ \$29.99: 31.1%

Cleo Gin

750ml (12pk)

FOB: \$161.40

Tax: \$16.48

Freight: \$8

LIC: \$183.52

Net wholesale case: \$248

Net wholesale bottle: \$20.74

Distributor GP: 26%

SRP: \$29.99

Retail GP @ \$29.99: 31.1%

1L (12pk)

FOB: \$183.33

Tax: \$18.83

Freight: \$8

LIC: \$210.16

Net wholesale case: \$284

Net wholesale bottle: \$23.74

Distributor GP: 26%

SRP: \$34.99

Retail GP @ \$34.99: 32.15%

1.75L

FOB: \$120.56

Tax: \$16.48

Freight: \$8

LIC: \$145.04

Net wholesale case: \$196

Net wholesale bottle: \$32.74

Distributor GP: 26%

SRP: \$46.99

Retail GP @ \$46.99: 30.5%

Throwback

750ml (12pk)

FOB: \$161.40

Tax: \$16.48

Freight: \$8

LIC: \$183.52

Net wholesale case: \$248

Net wholesale bottle: \$20.74

Distributor GP: 26%

SRP: \$29.99

Retail GP @ \$29.99: 31.1%

Blind Burro

750ml (12pk)

FOB: \$98.28

Tax: \$14.12

Freight: \$8

LIC: \$120.40

Net wholesale case: \$164

Net wholesale bottle: \$13.74

Distributor GP: 26.6%

SRP: \$19.99

Retail GP @ \$19.99: 31.3%