







Example of an actual order:

- 1. Customer requests 150 bottles of Cabernet, 1 color etch. Distributor price is \$34.00 on a C + setup.
- 2. Inform us of the order, so we confirm all pricing prior to placing it with the state.
- 2. Send us the art, so we can create a virtual for you, which you will give to the state with your order.
- 3. Order the product from the state store of your choice, this is where we will ship the order.
- 4. Expect to pay a deposit, probably with a credit card.
- 5. The state will contact us to place the actual order.
- 6. We will produce the order, keeping the distributor in the loop and ship to the designated store.

\$6,540.92

7. Distributor will pick up order, pay the state the balance due and deliver order to client. *We must ship to a store, we cannot ship to the client location.

Pricing using the above example:

Total Bill to Client

150 bottles at \$21.60 per bottle	\$3,240.00
Setup Charge, Shipping and Handling billed separately	
PA Handling Charge per Order	\$4.50
Sub Total	\$3,244.50
PA Emergency Tax (18%)	\$583.20
Sub Total	\$3,827.70
Sales Tax (6-8% depending on store location) 8%	
Total to State of PA	\$4,133.92
Dist. Profit Margin for Order, \$14.40 per bottle	\$2,040.00
Setup Charge billed to Distributor	\$100.00
Shipping Charges billed to Distributor	\$267.00

POSITIVE: The Distributor now has a legal way to ship to PA.

NEGATIVE: It will cost the client the PA. markup.

