

Pricing ... (Strategy?)



Let's get started →

1. Benchmark your product against others in your field.
2. Roadmap your products by price.
3. Create the metrics you want to follow.
eg: Average price per bottle across your portfolio
4. Identify who makes pricing decisions.

Good Fun Times Winery FISCAL SNAPSHOTS

FISCAL YEAR 2022 ACTUAL

AVG \$\$/BTL	Q1	Q2	Q3	Q4
CURRENT	\$32.00	\$32.53	\$0.00	\$0.00
VS LAST Q	23.70%	2.34%	2.00%	-100.0
VS LAST YEAR		9.46%		

TOTAL REVENUE	Q1	Q2	Q3	Q4
CURRENT	\$ 335,010.00	\$ 398,487.00	\$ 115.20	\$ -
VS LAST Q	71.00%	22.20%		
VS LAST YEAR	64.00%	10.60%		

REV / CHANNEL	Q1	Q2	Q3	Q4
Tasting/Direct	\$145,564.00	\$145,256.00	\$0.00	\$0.00
VS LAST Q	346.00%	36.10%		
VS last YR	18.80%	-9.20%		
BC WHS	\$97,356.00	\$82,153.00	\$0.00	\$0.00
VS last Q	37.50%	-3.90%		
VS last YR	126.00%	64.00%		
CLUB	\$54,253.00	\$85,423.00		
VS last Q	7.70%	39.50%		
VS last YR	71.30%	78.30%		

CASES PER DAY	9.8	12.4	0.0	0.0
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THESE NUMBERS ARE NOT REAL

Follow the data - as often as possible

1. What are your goals? Is everyone on board?
2. Is your avg \$ per bottle where you want it to be?
3. How does each sales channel contribute to your metrics?
4. Discuss with team on a regular schedule.
 - What can each team member do to reach the goal?