



Beer & Cider Retail Price & Profit Calculator


For many pubs, bars and restaurants it can be quite **difficult** for them to **decide** what **retail price** they **should charge** for their **beers** and **ciders**. When they do have a price in mind it is sometimes not easy to know whether they are making the **right level** of **margin**.

The following application provides a **simple** but **effective way** in which these **challenges** can be **addressed**. It is simple to use for **individual brands** or can be used to look at a **broader portfolio** or to **compare brands**.


The Basics


 Yellow boxes represent **Inputs** - which you can enter


 Blue boxes are calculated **Outputs** which help you understand the contribution per pint


 Green boxes are the Calculated **Results** which give you the answers you are looking for

The Options (Tabs)

 Orange Tabs are to work out **individual** Recommended **Retail Prices** based on **desired Gross Margin %** -

 Dark Blue Tabs are to work out a **range** of Recommended **Retail Prices** based on **desired Gross Margin %** -

 Dark Red Tabs are to work out **individual Gross Margin %** based on **current Retail Selling Price** -

 Light Blue Tabs are to work out a **range of Gross Margin %** based on **current Retail Selling Prices** -



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