

**PRICING OF MEZCAL IN MEXICO**

<b>Total Retail Sales Price w/Taxes</b>	<b>621.18</b>	28.24
IVA (Value-Added Tax)	85.68	16%
IEPS (Special Tax)	185.50	53%
Amount the Retailer keeps (taxes removed)	<b>350.00</b>	
Retailer Margin	<b>25%</b>	20-30%
Distributor Wholesale Invoice Price to Retailer	262.50	
Distributor Margin	<b>20%</b>	10-30%
<b>Brand Price to Distributor (Gross Sales)</b>	<b>210.00</b>	
<b>Total Increase Full Chain w/Taxes</b>	<b>196%</b>	
<b>COGS</b>	<b>169.5</b>	

	\$ Kg	Liter to Agave Kilo Yield	Mix of COGS
Agave	97.5	13	58%
Transformation costs (agave to liquid)	35.00		21%
Bottling Materials (bottle, label, cork, etc)	20.00		12%
Bottling cost (labor, warehouse, crm, etc)	12.00		7%
Logistics costs (agave, liquid, materials)	3.00		2%
Others	2.00		1%
<b>Brand Margin</b>	<b>40.50</b>		
<b>Brand Margin vs Brand Invoice Price (Gross Sales)</b>	<b>19%</b>		

**PRICING OF MEZCAL FOR EXPORT**

<b>Retail Sale Price without Sales Taxes</b>	<b>45.00</b>	1.59
Retailer Margin	<b>25%</b>	20-30%
Distributor Wholesale Invoice Price	33.75	
Distributor Margin	<b>25%</b>	20-30%
Importer Distributor Invoice Price	25.31	
Importer Margin	<b>20%</b>	10-30%
Importer Landed Cost	20.25	
Import tax, freight, etc	4	
<b>Brand Ex Works Invoice Price (Gross Sales)</b>	<b>16.25</b>	

<b>Total Increase Full Chain wo/Taxes</b>	<b>177%</b>	
Exchange rate	22	
<b>Brand Invoice Price (Gross Sales)</b>	<b>357.5</b>	70% vs Domestic
<b>COGS</b>	<b>169.5</b>	

	\$ Kg	Liter to Agave Kilo Yield	Mix of COGS
Agave	97.5	13	58%
Transformation costs (agave to liquid)	35.00		21%
Bottling Materials (bottle, label, cork, etc)	20.00		12%
Bottling cost (labor, warehouse, crm, etc)	12.00		7%
Logistics costs (agave, liquid, materials)	3.00		2%
Others	2.00		1%
<b>Brand Margin</b>	<b>188.00</b>		
<b>Brand Margin vs Brand Invoice Price (Gross Sales)</b>	<b>53%</b>	2.73	