

This chart is provided to you with the compliments of

Johnson Brothers Wholesale Liquor Company

MARK-UP AND PROFIT TABLES

Cost Per Bottle	12% Mark-Up	15% Mark-Up	18% Mark-Up	20% Mark-Up	25% Mark-Up	30% Mark-Up	34% Mark-Up	40% Mark-Up	45% Mark-Up	50% Mark-Up
	10.71%	13.04%	15.25%	16.67%	20%	23.08%	25.37%	28.57%	31.03%	33.33%
	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit
1.00	1.120	1.150	1.180	1.200	1.250	1.300	1.340	1.400	1.450	1.500
1.10	1.233	1.265	1.298	1.320	1.375	1.430	1.475	1.540	1.595	1.650
1.20	1.346	1.380	1.416	1.440	1.500	1.560	1.608	1.680	1.740	1.800
1.30	1.456	1.495	1.534	1.560	1.625	1.690	1.742	1.820	1.885	1.950
1.40	1.568	1.610	1.652	1.680	1.750	1.820	1.875	1.960	2.030	2.100
1.50	1.680	1.725	1.770	1.800	1.875	1.950	2.010	2.100	2.175	2.250
1.60	1.792	1.840	1.888	1.920	2.000	2.080	2.145	2.240	2.320	2.400
1.70	1.904	1.955	2.006	2.040	2.125	2.210	2.278	2.380	2.465	2.550
1.80	2.016	2.070	2.124	2.160	2.250	2.340	2.412	2.520	2.610	2.700
1.90	2.128	2.185	2.242	2.280	2.375	2.470	2.546	2.660	2.755	2.850
2.00	2.240	2.300	2.360	2.400	2.500	2.600	2.680	2.800	2.900	3.000
2.10	2.352	2.415	2.478	2.520	2.625	2.730	2.814	2.940	3.045	3.150
2.20	2.464	2.530	2.596	2.640	2.750	2.860	2.948	3.080	3.190	3.300
2.30	2.576	2.645	2.714	2.760	2.875	2.990	3.082	3.220	3.335	3.450
2.40	2.688	2.760	2.832	2.880	3.000	3.120	3.216	3.360	3.480	3.600
2.50	2.800	2.875	2.950	3.000	3.125	3.250	3.350	3.500	3.625	3.750
2.60	2.912	2.990	3.068	3.120	3.250	3.380	3.484	3.640	3.770	3.900
2.70	3.024	3.105	3.186	3.240	3.375	3.510	3.618	3.780	3.915	4.050
2.80	3.136	3.220	3.304	3.360	3.500	3.640	3.752	3.920	4.060	4.200
2.90	3.248	3.335	3.422	3.480	3.625	3.770	3.886	4.060	4.205	4.350
3.00	3.360	3.450	3.540	3.600	3.750	3.900	4.020	4.200	4.350	4.500
3.10	3.472	3.565	3.658	3.720	3.876	4.030	4.154	4.340	4.495	4.650
3.20	3.584	3.680	3.776	3.840	4.000	4.160	4.288	4.480	4.640	4.800
3.30	3.696	3.795	3.894	3.960	4.125	4.290	4.422	4.620	4.785	4.950
3.40	3.808	3.910	4.012	4.080	4.250	4.420	4.556	4.760	4.930	5.100
3.50	3.920	4.025	4.130	4.200	4.375	4.550	4.690	4.900	5.075	5.250
3.60	4.032	4.140	4.248	4.320	4.500	4.680	4.824	5.040	5.220	5.400
3.70	4.144	4.255	4.366	4.440	4.625	4.810	4.958	5.180	5.365	5.550
3.80	4.256	4.370	4.484	4.560	4.750	4.940	5.092	5.320	5.510	5.700
3.90	4.368	4.485	4.602	4.680	4.875	5.070	5.226	5.460	5.655	5.850
4.00	4.480	4.600	4.720	4.800	5.000	5.200	5.360	5.600	5.800	6.000
4.10	4.592	4.715	4.838	4.920	5.125	5.330	5.494	5.740	5.945	6.150
4.20	4.704	4.830	4.956	5.040	5.250	5.460	5.628	5.880	6.090	6.300
4.30	4.816	4.945	5.074	5.160	5.375	5.590	5.762	6.020	6.235	6.450
4.40	4.928	5.060	5.192	5.280	5.500	5.720	5.896	6.160	6.380	6.600
4.50	5.040	5.174	5.310	5.400	5.625	5.850	6.030	6.300	6.525	6.750
4.60	5.152	5.290	5.428	5.520	5.750	5.980	6.154	6.440	6.670	6.900
4.70	5.264	5.405	5.546	5.640	5.875	6.110	6.288	6.580	6.815	7.050
4.80	5.376	5.520	5.664	5.760	6.000	6.240	6.420	6.720	6.960	7.200
4.90	5.488	5.635	5.782	5.880	6.125	6.370	6.556	6.860	7.060	7.250
5.00	5.600	5.750	5.900	6.000	6.250	6.500	6.700	7.000	7.250	7.500

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Cost Per Bottle	12% Mark-Up	15% Mark-Up	18% Mark-Up	20% Mark-Up	25% Mark-Up	30% Mark-Up	34% Mark-Up	40% Mark-Up	45% Mark-Up	50% Mark-Up
	10.71%	13.04%	15.25%	16.67%	20%	23.08%	25.37%	28.57%	31.03%	33.33%
	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit	Gross Profit
5.10	5.712	5.865	6.018	6.120	6.375	6.630	6.834	7.140	7.395	7.650
5.20	5.824	5.980	6.136	6.240	6.500	6.760	6.968	7.280	7.540	7.800
5.30	5.936	6.095	6.254	6.360	6.625	6.890	7.102	7.420	7.685	7.950
5.40	6.048	6.210	6.372	6.480	6.750	7.020	7.236	7.560	7.830	8.100
5.50	6.160	6.325	6.490	6.600	6.875	7.150	7.370	7.700	7.975	8.250
5.60	6.272	6.440	6.608	6.720	7.000	7.280	7.504	7.840	8.120	8.400
5.70	6.384	6.555	6.726	6.840	7.125	7.410	7.638	7.980	8.265	8.550
5.80	6.496	6.670	6.844	6.960	7.250	7.540	7.772	8.120	8.410	8.700
5.90	6.608	6.785	6.962	7.080	7.375	7.670	7.906	8.260	8.555	8.850
6.00	6.720	6.900	7.080	7.200	7.500	7.800	8.040	8.400	8.700	9.000
6.10	6.832	7.015	7.198	7.320	7.625	7.930	8.174	8.540	8.845	9.150
6.20	6.944	7.130	7.316	7.440	7.750	8.060	8.308	8.680	8.990	9.300
6.30	7.056	7.245	7.434	7.560	7.875	8.190	8.442	8.820	9.135	9.450
6.40	7.168	7.360	7.552	7.680	8.000	8.320	8.576	8.960	9.280	9.600
6.50	7.280	7.475	7.670	7.800	8.125	8.450	8.710	9.100	9.425	9.750
6.60	7.392	7.590	7.788	7.920	8.250	8.580	8.844	9.240	9.570	9.900
6.70	7.504	7.705	7.906	8.040	8.375	8.710	8.978	9.380	9.715	10.050
6.80	7.616	7.820	8.024	8.160	8.500	8.840	9.112	9.520	9.860	10.200
6.90	7.728	7.935	8.142	8.280	8.625	8.970	9.246	9.660	10.005	10.350
7.00	7.840	8.050	8.260	8.400	8.750	9.100	9.380	9.800	10.150	10.500
7.10	7.952	8.165	8.378	8.520	8.875	9.230	9.514	9.940	10.295	10.650
7.20	8.064	8.280	8.496	8.640	9.000	9.360	9.648	10.080	10.440	10.800
7.30	8.176	8.395	8.614	8.760	9.125	9.490	9.782	10.220	10.585	10.950
7.40	8.288	8.510	8.732	8.880	9.250	9.620	9.916	10.360	10.730	11.100
7.50	8.400	8.625	8.850	9.000	9.375	9.750	10.050	10.500	10.875	11.250
7.60	8.512	8.740	8.968	9.120	9.500	9.880	10.184	10.640	11.020	11.400
7.70	8.624	8.855	9.086	9.240	9.625	10.010	10.318	10.780	11.165	11.550
7.80	8.736	8.970	9.204	9.360	9.750	10.140	10.452	10.920	11.310	11.700
7.90	8.848	9.085	9.322	9.480	9.875	10.270	10.586	11.060	11.455	11.850
8.00	8.960	9.200	9.440	9.600	10.000	10.400	10.720	11.200	11.600	12.000
8.10	9.072	9.315	9.558	9.720	10.125	10.530	10.854	11.340	11.745	12.150
8.20	9.184	9.430	9.676	9.840	10.250	10.660	10.988	11.480	11.890	12.300
8.30	9.296	9.545	9.794	9.960	10.375	10.790	11.122	11.620	12.035	12.450
8.40	9.408	9.660	9.912	10.080	10.500	10.920	11.256	11.760	12.180	12.600
8.50	9.520	9.775	10.030	10.200	10.625	11.050	11.390	11.900	12.325	12.750
8.60	9.632	9.890	10.148	10.320	10.750	11.180	11.524	12.040	12.470	12.900
8.70	9.744	10.005	10.266	10.440	10.875	11.310	11.658	12.180	12.615	13.050
8.80	9.856	10.120	10.384	10.560	11.000	11.440	11.792	12.320	12.760	13.200
8.90	9.968	10.235	10.502	10.680	11.125	11.570	11.926	12.460	12.905	13.350
9.00	10.080	10.350	10.620	10.800	11.250	11.700	12.060	12.600	13.050	13.500
9.10	10.192	10.465	10.738	10.920	11.375	11.830	12.194	12.740	13.196	13.650
9.20	10.304	10.580	10.856	11.040	11.500	11.960	12.328	12.880	13.340	13.800
9.30	10.416	10.695	10.974	11.160	11.625	12.090	12.462	13.020	13.485	13.950
9.40	10.528	10.810	11.092	11.280	11.750	12.220	12.596	13.160	13.630	14.100
9.50	10.640	10.925	11.210	11.400	11.875	12.350	12.730	13.300	13.775	14.250
9.60	10.753	11.040	11.328	11.520	12.000	12.480	12.864	13.440	13.920	14.400
9.70	10.864	11.155	11.446	11.640	12.125	12.610	12.998	13.580	14.065	14.550
9.80	10.976	11.270	11.564	11.760	12.250	12.740	13.132	13.720	14.210	14.700
9.90	11.088	11.385	11.682	11.880	12.375	12.870	13.266	13.860	14.355	14.850
10.00	11.200	11.500	11.800	12.000	12.500	13.000	13.400	14.000	14.500	15.000

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Cost Per Bottle	12% Mark-Up	15% Mark-Up	18% Mark-Up	20% Mark-Up	25% Mark-Up	30% Mark-Up	34% Mark-Up	40% Mark-Up	45% Mark-Up	50% Mark-Up
	10.71% Gross Profit	13.04% Gross Profit	15.25% Gross Profit	16.67% Gross Profit	20% Gross Profit	23.08% Gross Profit	25.37% Gross Profit	28.57% Gross Profit	31.03% Gross Profit	33.33% Gross Profit
10-10	11-312	12-615	11-918	12-120	12-625	13-130	13-534	14-140	14-645	15-150
10-20	11-424	11-730	12-036	12-342	12-747	13-152	13-557	14-162	14-667	15-172
10-30	11-536	11-842	12-148	12-454	12-859	13-264	13-669	14-274	14-779	15-284
10-40	11-648	11-954	12-260	12-566	12-971	13-376	13-781	14-386	14-891	15-396
10-50	11-760	12-076	12-382	12-688	13-093	13-498	13-903	14-503	15-008	15-513
10-60	11-872	12-190	12-508	12-814	13-219	13-624	14-029	14-629	15-134	15-639
10-70	11-984	12-306	12-624	12-930	13-345	13-750	14-155	14-755	15-260	15-765
10-80	12-096	12-414	12-742	13-048	13-463	13-868	14-273	14-873	15-378	15-883
10-90	12-208	12-526	12-864	13-164	13-579	13-984	14-383	14-983	15-488	15-993
11-00	12-320	12-638	12-986	13-282	13-697	14-102	14-507	15-107	15-612	16-117
11-10	12-432	12-750	13-108	13-404	13-819	14-224	14-629	15-229	15-734	16-239
11-20	12-544	12-862	13-220	13-516	13-931	14-339	14-744	15-344	15-849	16-354
11-30	12-656	12-974	13-332	13-628	14-046	14-451	14-856	15-456	15-961	16-466
11-40	12-768	13-086	13-444	13-740	14-158	14-563	14-968	15-568	16-073	16-578
11-50	12-880	13-222	13-570	13-866	14-270	14-675	15-080	15-680	16-185	16-690
11-60	12-992	13-334	13-682	13-978	14-382	14-787	15-192	15-792	16-297	16-802
11-70	13-104	13-446	13-794	14-090	14-495	14-900	15-305	15-905	16-410	16-915
11-80	13-216	13-558	13-906	14-206	14-611	15-016	15-421	16-021	16-526	17-031
11-90	13-328	13-670	14-018	14-318	14-723	15-121	15-526	16-126	16-631	17-136
12-00	13-440	13-782	14-130	14-430	14-838	15-236	15-641	16-241	16-746	17-241
12-10	13-552	13-894	14-242	14-542	14-949	15-344	15-749	16-349	16-854	17-359
12-20	13-664	14-006	14-354	14-654	15-061	15-456	15-861	16-461	16-966	17-471
12-30	13-776	14-118	14-468	14-768	15-173	15-568	15-973	16-573	17-078	17-583
12-40	13-888	14-230	14-580	14-880	15-285	15-680	16-085	16-685	17-190	17-695
12-50	14-000	14-342	14-690	14-990	15-390	15-785	16-190	16-790	17-295	17-800
12-60	14-112	14-454	14-802	15-102	15-507	15-902	16-307	16-907	17-412	17-917
12-70	14-224	14-566	14-914	15-214	15-619	16-014	16-419	17-019	17-524	18-029
12-80	14-336	14-678	15-026	15-326	15-731	16-126	16-531	17-131	17-636	18-141
12-90	14-448	14-790	15-138	15-438	15-843	16-231	16-636	17-236	17-741	18-246
13-00	14-560	14-902	15-250	15-550	15-955	16-350	16-755	17-355	17-860	18-365
13-10	14-672	15-014	15-362	15-662	16-067	16-462	16-867	17-467	17-972	18-477
13-20	14-784	15-126	15-474	15-774	16-179	16-574	16-979	17-579	18-084	18-589
13-30	14-896	15-238	15-586	15-886	16-294	16-689	17-094	17-694	18-200	18-705
13-40	15-008	15-350	15-698	15-998	16-403	16-798	17-203	17-803	18-308	18-813
13-50	15-120	15-462	15-810	16-110	16-515	16-910	17-315	17-915	18-420	18-925
13-60	15-232	15-574	15-922	16-222	16-627	17-022	17-427	18-027	18-532	19-037
13-70	15-344	15-686	16-034	16-334	16-739	17-134	17-539	18-139	18-644	19-149
13-80	15-456	15-798	16-146	16-446	16-851	17-246	17-651	18-251	18-756	19-251
13-90	15-568	15-910	16-258	16-558	16-963	17-358	17-763	18-363	18-868	19-373
14-00	15-680	16-022	16-370	16-670	17-075	17-470	17-875	18-475	18-980	19-485
14-10	15-792	16-134	16-482	16-782	17-187	17-582	17-987	18-587	19-092	19-597
14-20	15-904	16-246	16-594	16-894	17-299	17-694	18-100	18-700	19-205	19-710
14-30	16-016	16-358	16-706	17-006	17-411	17-806	18-211	18-811	19-316	19-821
14-40	16-128	16-470	16-818	17-118	17-523	17-918	18-323	18-923	19-428	19-933
14-50	16-240	16-582	16-930	17-230	17-635	18-030	18-435	19-035	19-540	20-045
14-60	16-352	16-694	17-042	17-342	17-747	18-142	18-547	19-147	19-652	20-157
14-70	16-464	16-806	17-154	17-454	17-859	18-254	18-659	19-259	19-764	20-262
14-80	16-576	16-918	17-266	17-566	17-971	18-366	18-771	19-371	19-876	20-367
14-90	16-688	17-030	17-378	17-678	18-083	18-478	18-883	19-483	20-000	20-485
15-00	16-800	17-142	17-490	17-790	18-195	18-590	19-000	19-600	20-105	20-610

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	10.71% Gross Profit	13.04% Gross Profit	15.25% Gross Profit	16.67% Gross Profit	20% Gross Profit	23.08% Gross Profit	25.37% Gross Profit	28.57% Gross Profit	31.03% Gross Profit	33.33% Gross Profit
15-10	16-912	17-365	17-818	18-120	18-875	19-630	20-234	21-140	21-895	22-650
15-20	17-024	17-477	17-930	18-232	19-000	19-760	20-368	21-270	22-025	22-780
15-30	17-136	17-589	18-042	18-344	19-120	19-880	20-490	21-390	22-145	22-900
15-40	17-248	17-701	18-154	18-456	19-240	20-000	20-610	21-510	22-265	23-020
15-50	17-360	17-825	18-290	18-600	19-390	20-150	20-770	21-670	22-425	23-180
15-60	17-472	17-940	18-408	18-720	19-500	20-280	20-900	21-800	22-555	23-310
15-70	17-584	18-055	18-526	18-840	19-625	20-410	21-038	21-940	22-695	23-450
15-80	17-696	18-170	18-644	18-960	19-750	20-540	21-172	22-070	22-825	23-580
15-90	17-808	18-285	18-762	19-080	19-875	20-670	21-306	22-200	22-955	23-710
16-00	17-920	18-400	18-880	19-200	20-000	20-800	21-440	22-340	23-095	23-850
16-10	18-032	18-515	18-998	19-320	20-125	20-930	21-574	22-470	23-225	24-000
16-20	18-144	18-630	19-116	19-440	20-250	21-060	21-708	22-600	23-355	24-150
16-30	18-256	18-745	19-234	19-560	20-375	21-190	21-842	22-730	23-485	24-300
16-40	18-368	18-860	19-352	19-680	20-500	21-320	21-976	22-860	23-615	24-450
16-50	18-480	18-975	19-470	19-800	20-625	21-450	22-110	23-000	23-755	24-600
16-60	18-592	19-090	19-588	19-920	20-750	21-580	22-244	23-140	23-895	24-750
16-70	18-704	19-205	19-706	20-040	20-875	21-710	22-378	23-280	24-035	24-900
16-80	18-816	19-320	19-824	20-160	21-000	21-840	22-512	23-420	24-190	25-050
16-90	18-928	19-440	19-948	20-280	21-126	21-970	22-646	23-560	24-320	25-180
17-00	19-040	19-555	20-060	20-400	21-250	22-100	22-780	23-700	24-465	25-350
17-10	19-152	19-665	20-178	20-520	21-375	22-230	22-914	23-840	24-605	25-500
17-20	19-264	19-777	20-296	20-640	21-500	22-360	23-048	24-000	24-765	25-650
17-30	19-376	19-889	20-414	20-760	21-625	22-490	23-182	24-150	24-915	25-800
17-40	19-488	20-010	20-536	20-880	21-750	22-620	23-316	24-300	25-070	25-950
17-50	19-600	20-125	20-650	21-000	21-875	22-750	23-450	24-450	25-230	26-100
17-60	19-712	20-240	20-768	21-130	22-000	22-880	23-584	24-600	25-375	26-250
17-70	19-824	20-352	20-886	21-240	22-125	23-010	23-718	24-750	25-465	26-400
17-80	19-936	20-464	21-006	21-360	22-250	23-140	23-852	24-900	25-605	26-550
17-90	20-048	20-576	21-122	21-480	22-375	23-270	23-986	25-050	25-745	26-700
18-00	20-160	20-690	21-240	21-600	22-500	23-400	24-120	25-200	25-900	26-850
18-10	20-272	20-805	21-358	21-720	22-625	23-530	24-254	25-300	26-000	27-000
18-20	20-384	20-918	21-476	21-840	22-750	23-660	24-388	25-450	26-150	27-150
18-30	20-496	21-030	21-594	21-960	22-875	23-790	24-522	25-600	26-300	27-300
18-40	20-608	21-142	21-712	22-080	23-000	23-920	24-656	25-750	26-450	27-450
18-50	20-720	21-255	21-830	22-200	23-125	24-050	24-790	25-900	26-600	27-600
18-60	20-832	21-368	21-948	22-320	23-250	24-180	24-924	26-050	26-750	27-750
18-70	20-944	21-480	22-066	22-440	23-375	24-310	25-058	26-200	26-900	27-900
18-80	21-056	21-592	22-184	22-560	23-500	24-440	25-192	26-350	27-050	28-050
18-90	21-168	21-704	22-296	22-680	23-625	24-570	25-326	26-500	27-200	28-200
19-00	21-280	21-820	22-420	22-800	23-750	24-700	25-460	26-650	27-350	28-350
19-10	21-392	21-936	22-538	22-920	23-875	24-830	25-594	26-800	27-500	28-500
19-20	21-504	22-052	22-656	23-040	24-000	24-960	25-728	26-950	27-650	28-650
19-30	21-616	22-160	22-774</							