

7-Eleven Retails & Margins

7eleven SLIN #	Item Description and Pack	PACKS PER CASE	Case Cost	UNIT COST	Retail	Margin %	Comments & Next Steps
106576	21AmdBrewFreeOrDiPABx6Pk12zCn	4	\$32.00	\$8.00	\$11.99	33.3%	
102054	21stAmndmntBckBlckIPA6pk12zCn	4	\$32.00	\$8.00	\$11.99	33.3%	
107307	21stAmndmntWatermelon6Pk12zCn	4	\$32.00	\$8.00	\$11.99	33.3%	
101584	Amstel Lt 12pk 12z Bt	2	\$28.45	\$14.23	\$17.99	20.9%	
100634	Amstel Lt 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
104838	Angry Orchard HC Rose 6pk12zBt	4	\$32.95	\$8.24	\$11.99	31.3%	
104675	Angry Orchard Rose HC 16zCn	24	\$33.00	\$1.38	\$2.39	42.5%	2/\$3.79 7REWARDS BY 3 SAVE \$1
106541	AngryOrchardCrispAppleHC16zCn	24	\$33.00	\$1.38	\$2.39	42.5%	2/\$3.79 7REWARDS BY 3 SAVE \$1
107354	AngryOrchardHardCider6pk 12zBt	4	\$32.99	\$8.25	\$11.99	31.2%	
104969	Arnold Palmer Spiked 6pk 12zCn	4	\$28.00	\$7.00	\$10.99	36.3%	
104741	ArnoldPalmerSpikedOrigHH24zCn	12	\$25.00	\$2.08	\$3.89	46.4%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
108891	B&J Berry 4pk 11.2z	6	\$24.25	\$4.04	\$5.99	32.5%	
108885	B&J Stwbry Daq 4pk 11.2z	6	\$24.25	\$4.04	\$5.99	32.5%	
108601	Ballast Point Grapfrut6pk12zBt	4	\$43.99	\$11.00	\$13.99	21.4%	
102500	Ballast Point Grapfrut6pk12zCn	4	\$43.99	\$11.00	\$13.99	21.4%	
102128	Ballast Point Pinapple6pk12zBt	4	\$43.99	\$11.00	\$13.99	21.4%	
102821	Ballast Point Sculpin 6pk12zBt	4	\$43.99	\$11.00	\$13.99	21.4%	
105014	Blue Moon Belgian White 24z Cn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101132	Blue Moon Belgian Wht 16zCn	24	\$28.00	\$1.17	\$2.19	46.7%	2/\$3.79 7REWARDS BY 3 SAVE \$1
100760	Blue Moon Belgian Wht 4pk16zCn	6	\$28.00	\$4.67	\$6.99	33.2%	
101604	Blue Moon Belgian Wht6pk12zBt	4	\$29.50	\$7.38	\$10.49	29.7%	
100101	Blue Moon BelgianAlum 6pk16zBt	4	\$29.50	\$7.38	\$11.49	35.8%	
105549	Blue Moon BelgianWhite15p12zCn	1	\$13.95	\$13.95	\$16.99	17.9%	
100832	Blue Moon Blgm Wht 12pk 12z Bt	2	\$27.05	\$13.53	\$17.99	24.8%	
104542	Blue Moon Mango Wheat 6pk12zBt	4	\$29.50	\$7.38	\$10.49	29.7%	
102614	Blue Moon Ssnl 12pk 12z Btl	2	\$27.05	\$13.53	\$17.99	24.8%	
101255	Blue Moon Ssnl Ale6pk12z	4	\$29.50	\$7.38	\$10.49	29.7%	
102057	Blue Moon Variety 12pk 12z Bt	2	\$27.05	\$13.53	\$17.99	24.8%	
105819	BlueMoon LightSky 6pk12zCn	4	\$29.50	\$7.38	\$10.49	29.7%	
102604	Brooklyn Defender 6pk 12z Btl	4	\$31.49	\$7.87	\$11.99	34.3%	
104100	Brooklyn East Ale 6pk 12zBt	4	\$31.49	\$7.87	\$14.94	47.3%	
109238	Brooklyn Lager 16z Cn	24	\$32.20	\$1.34	\$2.19	38.7%	2/\$3.79 7REWARDS BY 3 SAVE \$1
109714	Brooklyn Lager 4pk 16z Cn	6	\$32.20	\$5.37	\$7.99	32.8%	
103568	Brooklyn Lager 6pk 12z Btl	4	\$31.49	\$7.87	\$10.99	28.4%	
103702	Brooklyn Seasonal 6pk 12z Bt	4	\$31.49	\$7.87	\$10.99	28.4%	

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7eleven SLIN #	Item Description and Pack	PACKS PER CASE	Case Cost	UNIT COST	Retail	Margin %	Comments & Next Steps
103972	Brooklyn Seasonal Ale 16z Cn	24	\$32.20	\$1.34	\$2.19	38.7%	2/\$3.79 7REWARDS BY 3 SAVE \$1
105639	CapeLine Variety 6pk 12z Cn	4	\$29.50	\$7.38	\$10.99	32.9%	
105981	Captain Lawrence IPA 6Pk12z	4	\$31.49	\$7.87	\$11.99	34.3%	
109399	Captain Lawrence PaleAle6Pk12z	4	\$31.49	\$7.87	\$10.99	28.4%	
107740	Captain Lawrence Ssnl 6Pk12z	4	\$31.49	\$7.87	\$9.99	21.2%	
108176	ConeyIsldMermaidPilsnr6p12zBt	4	\$28.49	\$7.12	\$10.49	32.1%	
100470	Coors Banquet 12pk 12z Can	2	\$17.95	\$8.98	\$11.49	21.9%	
108688	Coors Banquet Alum 16z Bt	18	\$19.50	\$1.08	\$1.69	35.9%	
102584	Coors Bnqt 24z Cn	12	\$13.69	\$1.14	\$1.99	42.7%	2/\$3.49 7 REWARDS BUY 3 SAVE \$1
108532	Coors Bnqt Pre-Prohbtn 6pk12z	4	\$22.70	\$5.68	\$8.99	36.9%	
107356	Coors Light 18z Bt	15	\$16.05	\$1.07	\$1.25	14.4%	
100318	Coors Lt 12pk 12z Cn	2	\$17.95	\$8.98	\$11.49	21.9%	KVI - Save \$1
102698	Coors Lt 12pk 12z LnBt	2	\$17.95	\$8.98	\$11.49	21.9%	
105941	Coors Lt 12pk 12z Slim Cn	2	\$17.95	\$8.98	\$11.49	21.9%	
101245	Coors Lt 16z Cn	24	\$30.00	\$1.25	\$1.99	37.2%	
100504	Coors Lt 18pk 12z Cn	1	\$14.00	\$14.00	\$16.99	17.6%	
101176	Coors Lt 18pk 12z LnBt	1	\$14.00	\$14.00	\$16.99	17.6%	
102308	Coors Lt 22z	15	\$21.75	\$1.45	\$2.79	48.0%	
100508	Coors Lt 24pk 12z Cn	1	\$16.10	\$16.10	\$19.99	19.5%	
102585	Coors Lt 24z Cn	12	\$19.68	\$1.64	\$2.79	41.2%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
101353	Coors Lt 30pk 12z Cn	1	\$23.05	\$23.05	\$25.99	11.3%	
100817	Coors Lt 3pk 24z Cn	4	\$19.68	\$4.92	\$6.99	29.6%	
102289	Coors Lt 40z WmBt	12	\$30.00	\$2.50	\$3.89	35.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100319	Coors Lt 6pk 12z Cn	4	\$22.70	\$5.68	\$8.99	36.9%	
101303	Coors Lt 6pk 12z LnBt	4	\$22.70	\$5.68	\$8.99	36.9%	
100322	Coors Lt 6pk 16z Cn	4	\$30.00	\$7.50	\$9.49	21.0%	
102411	Coors Lt Alum 16zBt	18	\$19.50	\$1.08	\$1.99	45.6%	
102412	Coors Lt Alum 9pk 16z Bt	2	\$19.50	\$9.75	\$11.99	18.7%	
109675	Coors NA 6Pk 12z	4	\$21.55	\$5.39	\$7.49	28.1%	
100573	Corona 24pk 12z Bt	1	\$28.45	\$28.45	\$32.99	13.8%	
101536	Corona Extra 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	KVI - Save \$1
101570	Corona Extra 12pk 12z Cn	2	\$28.45	\$14.23	\$16.99	16.3%	
103682	Corona Extra 16z Cn	24	\$35.10	\$1.46	\$2.39	38.8%	2/\$3.79 7REWARDS BY 3 SAVE \$1
101446	Corona Extra 18pk 12z Bt	1	\$21.35	\$21.35	\$26.99	20.9%	
103385	Corona Extra 18Pk12zCn	1	\$21.35	\$21.35	\$26.99	20.9%	

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100002	Corona Extra 24z Cn	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101107	Corona Extra 24zBt	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100805	Corona Extra 3pk 24z Cn	4	\$29.30	\$7.33	\$10.49	30.2%	
103684	Corona Extra 4pk 16z Cn	6	\$35.10	\$5.85	\$9.49	38.4%	
100396	Corona Extra 6pk 12z Cn	4	\$30.35	\$7.59	\$10.49	27.7%	
100378	Corona Extra 6pk 12z LnBt	4	\$30.35	\$7.59	\$10.49	27.7%	
103710	Corona Familiar 12pk 12z Btl	2	\$28.45	\$14.23	\$16.99	16.3%	
105784	Corona Familiar 24z Cn	12	\$29.30	\$2.44	\$3.79	35.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102559	Corona Familiar32zBt	12	\$37.30	\$3.11	\$4.39	29.2%	
101289	Corona Lt 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	
100880	Corona Lt 12pk 12z Cn	2	\$28.45	\$14.23	\$17.49	18.7%	
101452	Corona Lt 18pk 12z Bt	1	\$21.35	\$21.35	\$25.99	17.9%	
100551	Corona Lt 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
104312	Corona Premier 12pk 12z Btl	2	\$28.45	\$14.23	\$16.99	16.3%	
103293	Corona Premier 12pk 12z Cn	2	\$28.45	\$14.23	\$16.99	16.3%	
104874	Corona Premier 24z Cn	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102763	Corona Premier 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
102936	Corona Refresca GLime 6pk12zCn	4	\$30.35	\$7.59	\$10.99	31.0%	
105816	Corona SeltzerVariety 12p12zCn	2	\$28.45	\$14.23	\$17.99	20.9%	7REWARDS - Save \$3
102561	CoronaFamiliar6pk12zBt	4	\$30.35	\$7.59	\$10.49	27.7%	
105579	CoronaRefrescaVariety12pk12zCn	2	\$28.45	\$14.23	\$18.99	25.1%	
100643	Coronita 24pk 7z	1	\$19.40	\$19.40	\$21.99	11.8%	
101560	Coronita 6Pk 7z	4	\$20.40	\$5.10	\$7.99	36.2%	
100834	Dos Equis Lager Esp 12pk12zBt	2	\$25.45	\$12.73	\$16.99	25.1%	
100744	Dos Equis Lager Esp 6pk 12z Bt	4	\$26.00	\$6.50	\$10.49	38.0%	
103803	Dos Equis Lager Espcial 24z CN	12	\$26.05	\$2.17	\$3.89	44.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100753	Fosters Lager 25z Cn	12	\$18.20	\$1.52	\$3.89	61.0%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103591	Fosters Premium 25z Can	12	\$19.85	\$1.65	\$3.19	48.1%	
101747	Four Loko Black 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100712	Four Loko Frost 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101163	Four Loko FruitPunch 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100874	Four Loko Gold 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100828	Four Loko Peach 23.5zCn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
105067	Four Loko Red 23.5zCn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100388	Four Loko Sour Apple 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1

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101166	Four Loko Sour Grape 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100799	Four Loko UVA Grape 23.5z Cn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102226	Four Loko Watermelon 23.5zCn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
105662	FourLoko SeltzerBlkChr 23.5zCn	12	\$24.39	\$2.03	\$3.89	47.8%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102676	Genesee Cream Ale 24z Cn	12	\$13.69	\$1.14	\$2.19	47.9%	
101239	Genesee Ice 24zCn	12	\$13.69	\$1.14	\$1.69	32.5%	
100082	Grolsch Lager 15.2z Bt	24	\$47.35	\$1.97	\$2.39	17.5%	2/\$3.79 7REWARDS BY 3 SAVE \$1
105677	Grolsch Swing Top 16z	24	\$47.35	\$1.97	\$2.50	21.1%	2/\$3.79 7REWARDS BY 3 SAVE \$1
100537	Grolsch Swing Top 4pk 16z Bt	6	\$47.35	\$7.89	\$9.99	21.0%	
100128	Guinness BlondAmrcnLgr6pk12zBt	4	\$30.10	\$7.53	\$10.49	28.3%	
100953	Guinness Draught 14.9z Cn	24	\$40.25	\$1.68	\$2.19	23.4%	2/\$3.79 7REWARDS BY 3 SAVE \$1
100952	Guinness Draught 4pk 14.9z Cn	6	\$40.25	\$6.71	\$9.49	29.3%	
100056	Guinness Draught 6pk 11.2z Bt	4	\$30.10	\$7.53	\$10.49	28.3%	
100859	Guinness Extra Stout 22z Bt	12	\$26.40	\$2.20	\$3.69	40.4%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100391	Guinness Extra Stout6pk11.2zBt	4	\$30.10	\$7.53	\$10.49	28.3%	
103986	Guinness Seasonal 6pk 12z Btl	4	\$30.10	\$7.53	\$10.49	28.3%	
100778	Heineken 0.0 6pk 12z Btl	4	\$30.35	\$7.59	\$10.49	27.7%	
101511	Heineken 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	KVI - Save \$1
100408	Heineken 12pk 12z Cn	2	\$28.45	\$14.23	\$16.99	16.3%	
107492	Heineken 12pk 8.5z Slim Cn	2	\$19.09	\$9.55	\$13.99	31.8%	
101464	Heineken 16z Cn NOI	24	\$36.60	\$1.53	\$2.39	36.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
100455	Heineken 18pk 12z Bt	1	\$21.00	\$21.00	\$26.99	22.2%	
107561	Heineken 22z Btl	12	\$28.30	\$2.36	\$3.89	39.4%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101293	Heineken 24z Cn	12	\$28.30	\$2.36	\$3.89	39.4%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
108630	Heineken 3pk 16z Cn	8	\$36.60	\$4.58	\$6.49	29.5%	
101327	Heineken 4pk 16z Cn	6	\$36.60	\$6.10	\$9.49	35.7%	
100015	Heineken 6Pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
101274	Heineken 6pk 12z Cn	4	\$30.35	\$7.59	\$10.49	27.7%	
101078	Heineken Lt 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	
100987	Heineken Lt 12pk 12z Cn	2	\$28.45	\$14.23	\$16.99	16.3%	
101108	Heineken Lt 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
107815	Ithaca Flwr Pwr IPA 6pk 12z Bt	4	\$37.10	\$9.28	\$12.99	28.6%	
105091	John Daly's Hard Tea 6pk12zCn	4	\$28.00	\$7.00	\$10.99	36.3%	
101564	Keystone Ice 24z Cn	12	\$13.69	\$1.14	\$1.99	42.7%	2/\$3.49 7 REWARDS BUY 3 SAVE \$1
101562	Keystone Lt 24z Cn	12	\$13.69	\$1.14	\$1.99	42.7%	2/\$3.49 7 REWARDS BUY 3 SAVE \$1

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102573	KeystoneIce15pk12zCn	1	\$7.25	\$7.25	\$8.49	14.6%	
100889	Labatt Big Blue 24z Cn	12	\$18.84	\$1.57	\$1.79	12.3%	
104352	Lech Beer 16.9oz	20	\$27.25	\$1.36	\$2.29	40.5%	
105005	LeinenkugelsSummerShandy24zCn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
107950	LeinSsnlShand6pk12zBt	4	\$29.50	\$7.38	\$10.99	32.9%	
100466	Magic Hat #9 6pk 12zBt	4	\$32.99	\$8.25	\$11.99	31.2%	
103503	Magners Irish Cider 6Pk 12z	4	\$32.00	\$8.00	\$10.99	27.2%	
103503	Magners Irish Cider 6Pk 12z	4	\$32.00	\$8.00	\$10.99	27.2%	
108467	Magners Irish PearCider 6Pk12z	4	\$32.00	\$8.00	\$10.99	27.2%	
100995	Mikes Hard CranbryLmnd 24z Bt	12	\$25.35	\$2.11	\$3.89	45.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101081	Mikes Hard Lmnde 24zBt	12	\$25.35	\$2.11	\$3.89	45.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
106730	Mikes Hard StrawLem 6pk 11.2z	4	\$28.85	\$7.21	\$10.49	31.2%	
107577	Mikes Harder BlackCherry23.5oz	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101895	Mikes Harder CrnbryLmnd 16z Cn	24	\$28.00	\$1.17	\$2.39	51.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
101868	Mikes Harder Lemonade 16z Cn	24	\$28.00	\$1.17	\$2.39	51.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
102214	Mikes Harder Lemonade 23.5z Cn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101990	Mikes Harder Seasonal 16z Cn	24	\$28.00	\$1.17	\$2.39	51.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
106693	Mikes Harder StrawLem 16zCn	24	\$28.00	\$1.17	\$2.39	51.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
103661	Mikes Harder Watermelon 23.5oz	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100924	Mikes Hrd BlkCheryLm 6p11.2zBt	4	\$28.85	\$7.21	\$10.49	31.2%	
101311	Mikes Hrd Crnbry Lmn 23.5z Cn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101280	Mikes Hrd Lmnde 6pk11.2zBt	4	\$28.85	\$7.21	\$10.49	31.2%	
101497	Mikes Hrd Mango Lmnd 6p11.2zBt	4	\$28.85	\$7.21	\$10.49	31.2%	
101917	Mikes Hrd Ssnl 6pk11.2zBt	4	\$28.85	\$7.21	\$10.49	31.2%	
101074	Mikes HrdCrnbryLmnde6p11.2zBt	4	\$28.85	\$7.21	\$10.49	31.2%	
102357	Mikes Hrd BlkCherry 16zCn	24	\$28.00	\$1.17	\$2.39	51.2%	2/\$3.79 7REWARDS BY 3 SAVE \$1
102213	Mikes Hrd CrnbryLemnde23.5zCn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102393	Mikes Hrd MangoPunch 23.5z Cn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100134	Mikes Variety 12pk 12z Bt	2	\$25.30	\$12.65	\$17.99	29.7%	
102497	Miller GD 24zCn	12	\$13.69	\$1.14	\$2.79	59.1%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
101910	Miller High Life 12pk 12zLnBt	2	\$14.50	\$7.25	\$9.49	23.6%	
100026	Miller High Life 24zCn	12	\$13.69	\$1.14	\$1.99	42.7%	2/\$3.49 7 REWARDS BUY 3 SAVE \$1
101724	Miller High Life 32z Cn	12	\$16.80	\$1.40	\$2.49	43.8%	
100437	Miller High Life 6pk 12z LnBt	4	\$14.55	\$3.64	\$6.99	48.0%	
100947	Miller Lite Alum 16z Bt	18	\$19.50	\$1.08	\$1.99	45.6%	

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100772	Miller Lite Alum 9pk 16z Bt	2	\$19.50	\$9.75	\$11.99	18.7%	
100803	Miller Lt 12pk 12z Cn	2	\$17.95	\$8.98	\$11.49	21.9%	KVI - Save \$1
100452	Miller Lt 12pk 12z LnBt	2	\$17.95	\$8.98	\$11.49	21.9%	
100485	Miller Lt 18pk 12z Cn	1	\$13.60	\$13.60	\$16.49	17.5%	
100488	Miller Lt 24z Cn	12	\$18.84	\$1.57	\$2.79	43.7%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
100442	Miller Lt 6pk 12z Cn	4	\$22.70	\$5.68	\$8.99	36.9%	
100497	Miller Lt 6pk 12z LnBt	4	\$22.70	\$5.68	\$8.99	36.9%	
100523	Miller MGD 12pk 12z Ln Bt	2	\$17.95	\$8.98	\$11.49	21.9%	
101040	Modelo Chelada Limon&Sal 24zCn	12	\$31.80	\$2.65	\$3.89	31.9%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103189	Modelo Chelada Picante 24z Cn	12	\$31.80	\$2.65	\$3.89	31.9%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100320	Modelo Especial 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	
100355	Modelo Especial 12pk 12z Cn	2	\$26.95	\$13.48	\$16.99	20.7%	working with buyer to correct retail.
100264	Modelo Especial 18pk 12z Bt	1	\$21.35	\$21.35	\$25.99	17.9%	
102190	Modelo Especial 18pk 12z Cn	1	\$20.80	\$20.80	\$25.99	20.0%	working with buyer to correct retail.
108774	Modelo Especial 24oz Bt	12	\$29.30	\$2.44	\$3.79	35.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100181	Modelo Especial 24zCn	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101950	Modelo Especial 32z Btl	12	\$37.30	\$3.11	\$4.39	29.2%	
101817	Modelo Especial 4Pk 16z Cn	6	\$33.30	\$5.55	\$7.96	30.3%	
101323	Modelo Especial 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
102965	Modelo Especial 6pk12z Cn	4	\$27.60	\$6.90	\$10.49	34.2%	
104108	Modelo Especial Chelada 24zCn	12	\$31.80	\$2.65	\$3.89	31.9%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101499	Modelo Negra 12pk12zBt	2	\$28.45	\$14.23	\$16.99	16.3%	
104801	Modelo Negra 24z Cn	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100605	Modelo Negra 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
100008	Molson XXX 24 z Cn	12	\$19.68	\$1.64	\$2.29	28.4%	
101428	NB Fat Tire Amber Ale 6Pk12zBt	4	\$32.95	\$8.24	\$11.99	31.3%	
100955	NB Voodoo IPA 6 Pk 12z Bt	4	\$32.95	\$8.24	\$11.99	31.3%	
101005	NB VoodooRangerImprlIPA 6Pk12z	4	\$38.99	\$9.75	\$11.99	18.7%	
102011	NBB VoodooRngrlImprlIPA19.2zCn	15	\$26.23	\$1.75	\$2.99	41.5%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
104694	NBVoodooRangerRotator 6pk12zCn	4	\$35.95	\$8.99	\$11.99	25.0%	
101044	New Belgium Citradelic6pk12zBt	4	\$32.95	\$8.24	\$10.49	21.5%	
100311	New Belgium MA Ssnl 6pk 12zBt	4	\$32.95	\$8.24	\$10.49	21.5%	
101413	New Belgium Trippel 6pk 12z Bt	4	\$35.95	\$8.99	\$12.99	30.8%	
102925	NewBelgiumHemperorHPA6pk12zBt	4	\$35.95	\$8.99	\$17.49	48.6%	
100310	NewBelgiumVoodooRanger19.2zCn	15	\$26.23	\$1.75	\$2.99	41.5%	2/\$4.79 7REWARDS BUY 3 SAVE\$1

7-Eleven Retails & Margins

7eleven SLIN #	Item Description and Pack	PACKS PER CASE	Case Cost	UNIT COST	Retail	Margin %	Comments & Next Steps
104817	NewBlgVoodooJcyHazelIPA6p12zCn	4	\$38.99	\$9.75	\$11.99	18.7%	
101383	NewCastle Brwn Ale 6pk 12z Bt	4	\$30.35	\$7.59	\$10.49	27.7%	
100555	Olde English 42zBtl	12	\$20.85	\$1.74	\$3.29	47.2%	
102693	Olde English 800 16z Cn	24	\$20.15	\$0.84	\$1.39	39.6%	
102984	Olde English 800 24z Cn	12	\$14.54	\$1.21	\$2.99	59.5%	
101359	Olde English 800 6pk 16z Cn	4	\$20.15	\$5.04	\$8.34	39.6%	
102291	Pacifico 24z Cn	12	\$29.30	\$2.44	\$3.89	37.2%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100409	Pacifico Clara 12pk 12z Bt	2	\$28.45	\$14.23	\$16.99	16.3%	
101477	Pacifico Clara 12pk 12z Cn	2	\$26.95	\$13.48	\$19.99	32.6%	
102963	Pacifico Clara 6pk 12z Bt	4	\$30.35	\$7.59	\$9.99	24.0%	
106330	Peak Organic Summer Ale 6pk12z	4	\$29.99	\$7.50	\$10.99	31.8%	
100908	PeroniNastroAzzuro6pk11.2zBt	4	\$30.35	\$7.59	\$10.49	27.7%	
101774	Red Stripe 24z Bt	12	\$25.95	\$2.16	\$3.89	44.4%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
105260	Redds Apple Ale 6pk 12z Btl	4	\$27.00	\$6.75	\$9.49	28.9%	
101575	Redd's Peach 6pk 12z Btl	4	\$27.00	\$6.75	\$9.49	28.9%	
107557	Redd's Wicked Apple 24z Cn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100309	Redds Wicked BlackCherry 24zCn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103834	Redds Wicked Seasonal 24zCn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103491	Redds Wicked Watermelon 24z Cn	12	\$24.00	\$2.00	\$3.89	48.6%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
106869	Revolution Anti Hero 6Pk12zCn	4	\$34.99	\$8.75	\$11.99	27.0%	
104637	RevolutionAntiHeroIPA 19.2zCn	12	\$24.99	\$2.08	\$3.89	46.5%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
104241	RevolutionSeasonal6Pk12zCn	4	\$34.99	\$8.75	\$11.99	27.0%	
106500	Sam Adams Boston Ale 6pk12zBt	4	\$32.99	\$8.25	\$10.99	25.0%	
100302	Sam Adams Bstn Lgr 6pk12zBt	4	\$32.99	\$8.25	\$10.99	25.0%	
100133	Sam Adams Lt 6pk 12z Bt	4	\$32.99	\$8.25	\$10.99	25.0%	
100721	Sam Adams Rebel IPA 6Pk 12z	4	\$32.99	\$8.25	\$10.99	25.0%	
109441	Sam Adams Rebel IPA16zC	24	\$33.00	\$1.38	\$2.49	44.8%	2/\$3.79 7REWARDS BY 3 SAVE \$1
102682	Sam Adams Seasonal 6pk12zBt	4	\$32.99	\$8.25	\$10.99	25.0%	
102169	Saranac Legacy IPA 6pk 12z Btl	4	\$27.50	\$6.88	\$10.49	34.5%	
103676	Saranac Pale Ale 6pk12zBt	4	\$29.00	\$7.25	\$10.49	30.9%	
103441	Saranac Ssnl Ale 6p12zBt	4	\$27.50	\$6.88	\$10.49	34.5%	
100333	Shiner Bock 6pk 12z LnBt	4	\$29.50	\$7.38	\$14.94	50.6%	
103202	Shiner Seasonal 6pk 12z Btl	4	\$29.50	\$7.38	\$10.99	32.9%	
106640	Ship Yard Pumpkin 12pk 12z Bt	2	\$29.95	\$14.98	\$19.59	23.6%	
100362	Ship Yard Pumpkin 6pk 12z Bt	4	\$29.95	\$7.49	\$10.99	31.9%	

7-Eleven Retails & Margins

7eleven SLIN #	Item Description and Pack	PACKS PER CASE	Case Cost	UNIT COST	Retail	Margin %	Comments & Next Steps
108735	Shipyards Monkey Fist 6pk12z	4	\$29.95	\$7.49	\$11.99	37.6%	
102208	SmirnoffSmashLemonLime23.5zCn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101035	Smirnoff Ice 24zBt	12	\$25.10	\$2.09	\$3.89	46.2%	
101482	Smirnoff Ice 6pk 11.2z Bt	4	\$27.00	\$6.75	\$10.99	38.6%	
101804	Smirnoff Ice GrnAppl6Pk11.2z	4	\$27.00	\$6.75	\$10.99	38.6%	
106002	Smirnoff RdWtBrySltr 12p12zCn	2	\$29.50	\$14.75	\$17.99	18.0%	7REWARDS - Save \$3
107413	Smirnoff Screwdriver 24z Btl	12	\$25.10	\$2.09	\$3.89	46.2%	
107762	Smirnoff Screwdriver6Pk11.2zBt	4	\$27.00	\$6.75	\$10.99	38.6%	
102457	SmirnoffCranLmSeltzer6pk12zCn	4	\$32.50	\$8.13	\$10.99	26.1%	
101814	SmirnoffIceRspberry6pk11.2zBtl	4	\$27.00	\$6.75	\$10.99	38.6%	
104572	SmirnoffSeltzerRose6pk 12zCn	4	\$32.50	\$8.13	\$10.99	26.1%	
104968	SmirnoffSmashPeachMango23.5zCn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103037	SmirnoffSmashScrewdrvr23.5zCn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
104970	SmirnoffSmashStrwbryLmn23.5zCn	12	\$23.00	\$1.92	\$3.89	50.7%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
101211	SmirnoffSpkdSltrVrty12p12zCn	2	\$29.50	\$14.75	\$17.99	18.0%	7REWARDS - Save \$3
106722	Southampton Double White6Pk12z	4	\$32.60	\$8.15	\$10.99	25.8%	
105838	Southampton Ssnl Ale 6Pk12z	4	\$32.60	\$8.15	\$10.99	25.8%	
109707	Strongbow GoldAppleHC 6Pk11.2z	4	\$30.75	\$7.69	\$11.49	33.1%	
108295	Sweet Water 420 6pk 12z Bt	4	\$29.95	\$7.49	\$11.99	37.6%	
100341	Tecate 12pk 12z Cn	2	\$20.05	\$10.03	\$13.99	28.3%	
100136	Tecate 24zCn	12	\$18.43	\$1.54	\$2.79	45.0%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
101547	Tecate 32zBt	12	\$19.93	\$1.66	\$3.49	52.4%	
100342	Tecate 6pk 12z Cn	4	\$21.55	\$5.39	\$8.49	36.5%	
103908	Truly Spiked Colima 6pk 12z Cn	4	\$31.49	\$7.87	\$10.99	28.4%	
101914	Truly Spiked Colima Lime 16oz	24	\$33.00	\$1.38	\$2.59	46.9%	2/\$3.79 7REWARDS BY 3 SAVE \$1
101158	Truly Spiked Wild Berry 16z Cn	24	\$33.00	\$1.38	\$2.59	46.9%	2/\$3.79 7REWARDS BY 3 SAVE \$1
105166	TrulyBerryMixPack12pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
104567	TrulyCitrusMixPack12pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
105716	TrulyLemonadeHardSeltzer24zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
105424	TrulyPineappleHardSeltzer24zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
101608	TrulySpikedSprklgWildBrry12zCn	24	\$26.50	\$1.10	\$1.99	44.5%	
101631	TrulySpkdSprklgWldBrry6pk12zCn	4	\$31.49	\$7.87	\$10.99	28.4%	
101373	TrulyTrpchlHrdSltrVty12Pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
105426	TrulyWildBerryHardSeltzer24zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
101085	Twisted Tea 6pk 12z Bt	4	\$30.00	\$7.50	\$10.99	31.8%	

7-Eleven Retails & Margins

7eleven SLIN #	Item Description and Pack	PACKS PER CASE	Case Cost	UNIT COST	Retail	Margin %	Comments & Next Steps
102420	Twisted Tea 12pk 12z Cn	2	\$26.50	\$13.25	\$17.99	26.3%	
101999	Twisted Tea Half & Half 24z Cn	12	\$27.50	\$2.29	\$3.89	41.1%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
100539	Twisted Tea Original 24z Cn	12	\$27.50	\$2.29	\$3.89	41.1%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102764	Twisted Tea Raspberry 24zCn	12	\$27.50	\$2.29	\$3.89	41.1%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
103501	Twisted Tea Raspbry 6pk12z Btl	4	\$30.00	\$7.50	\$9.49	21.0%	
101858	Twisted TeaMango 24z Can	12	\$27.50	\$2.29	\$3.89	41.1%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102631	TwistedTeaPeach24zCn	12	\$27.50	\$2.29	\$3.89	41.1%	2/\$6.79 7REWARDS BUY 3 SAVE \$1
102880	Victoria 12pk 12z Bt	2	\$28.45	\$14.23	\$17.99	20.9%	
102444	Victoria 32z Bt	12	\$37.30	\$3.11	\$4.39	29.2%	
102296	Victoria 6pk 12z Bt	4	\$30.35	\$7.59	\$9.99	24.0%	
102296	Victoria 6pk 12z Bt	4	\$30.35	\$7.59	\$9.99	24.0%	
105963	Vizzy Variety 12pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
105047	White Claw Variety 12Pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
105968	White Claw Variety2 12Pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
102829	WhiteClaw HS BlackCherry 12zCn	24	\$26.50	\$1.10	\$1.99	44.5%	
105201	WhiteClaw HS Mango 12zCn	24	\$26.50	\$1.10	\$1.99	44.5%	
102778	WhiteClaw HS NaturalLime 12zCn	24	\$26.50	\$1.10	\$1.99	44.5%	
105276	WhiteClawHSBlackCherry12p12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
104594	WhiteClawHSBlackCherry19.2zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
102935	WhiteClawHSBlackCherry6Pk12zCn	4	\$31.10	\$7.78	\$10.99	29.3%	
104665	WhiteClawHSGrapefruit19.2zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
105607	WhiteClawHsMango12pk12zCn	2	\$26.50	\$13.25	\$17.99	26.3%	7REWARDS - Save \$3
104611	WhiteClawHSMango19.2zCn	12	\$20.90	\$1.74	\$2.79	37.6%	2/\$4.79 7REWARDS BUY 3 SAVE\$1
105214	WhiteClawHSMango6pk12zCn	4	\$31.10	\$7.78	\$10.99	29.3%	
102777	WhiteClawHSNaturalLime6pk12zCn	4	\$31.10	\$7.78	\$10.99	29.3%	
100303	WoodChuckAmbrHardCidr 6pk12zBt	4	\$29.50	\$7.38	\$10.49	29.7%	
104736	WoodchuckGrnnySmithHC6Pk12z	4	\$29.50	\$7.38	\$10.49	29.7%	
105561	WoodchuckHC Seasonal 6pk12z Bt	4	\$29.50	\$7.38	\$10.49	29.7%	