



## RETAIL PRICE SETTING

- For many pubs, bars and restaurants it can be quite difficult to decide what retail price to charge for your beers and ciders
- When you do have a price in mind it is sometimes not easy to know whether you are making the right level of margin – and how this could differ by serve size
- The following provides a simple but effective framework in which these challenges can be addressed
- It can be used for individual brands or can be used to look at your overall portfolio or to compare brands

### BEERS & CIDERS



### WINES & SPIRITS

