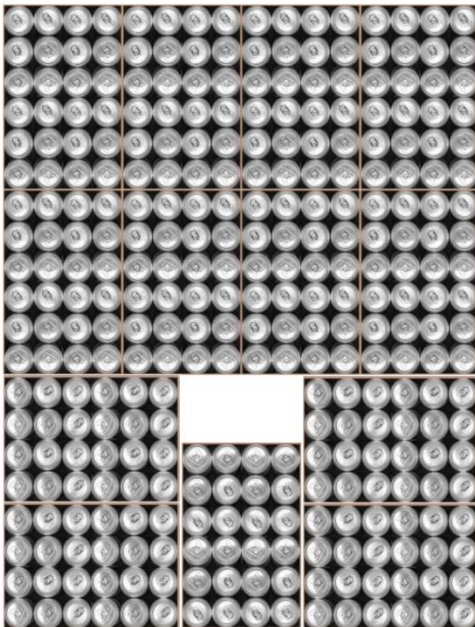


10.82oz PRICING & PRODUCT SPECIFICATIONS

CASE PACKAGE SIZE	24 10.82oz sleek cans
CASE DIMENSIONS	14" x 19.5" x 6.25"
CASE WEIGHT	18.5 lbs PER CASE
PALLET DIMENSIONS	48" x 40" x 56"
PALLET PATTERN	13 CASES PER LAYER x 8 LAYERS HIGH
PALLET QUANTITY	104 CASES
AVG. PALLET WEIGHT	1,950 lbs (Weight of Goods + Pallet)
PALLETS PER TRUCKLOAD	20 PALLETS (39,000 lbs)
CASES PER TRUCKLOAD	2,080 CASES
CANS PER TRUCKLOAD	49,920 CANS
CANS PER PALLET	2,496 CANS

20 PALLETS OF PRODUCT IS THE MAXIMUM OVER THE ROAD WEIGHT LIMIT



40" x 48"
Layer
Configuration

Sweet Seltzers (Prebiotic: All Natural-Low-Carb-Low-Sugar)

Distributor Pallet Cost Delivered: \$2,221.44

Distributor Unit Cost Delivered: \$0.89

Distributor Sells Unit to Store for: \$1.39

MSRP* \$2.79 - \$2.99**

Distributor earns \$12.00 gross profit per case – a 56.2% markup on delivered cost and a 36.0% gross margin.

Note:

RETAILERS EARN 50%+
GROSS MARGINS