

Pro Forma, no guarantee of results

J.J. Pfister Retail + Visitor Center Pro Forma

Year	FOB Price per Case	Actual Case Sales 2019	PROJECTED Case Sales 2020	PROJECTED Case Sales 2021	PROJECTED Case Sales 2022	PROJECTED Case Sales 2023	PROJECTED Case Sales 2024	PROJECTED Case Sales 2025	Total
Gin	\$ 81	650	2,000	5,000	7,000	9,100	11,830	15,379	50,959
Vodka	\$ 77	350	1,200	1,680	2,184	2,839	3,691	4,798	16,742
Bourbon	\$ 135		135	406	813	1,626	3,251	6,502	12,734
Rye	\$ 135		52	157	314	629	1,258	2,516	4,927
Pear Brandy	\$ 101								-
Apple Brandy	\$ 101								-
Pear Eau de Vie	\$ 101								-
Rum	\$ 118								-
Total 4.5L Case Retail Sales		1,000	3,388	7,244	10,311	14,194	20,030	29,196	85,362
Total 4.5L Case Visitor Center Sales			348	418	502	602	722	867	3,459
Total Case Sales		1,000	3,736	7,662	10,813	14,796	20,752	30,062	88,821
Retail Revenue		\$ 79,600	\$ 279,758	\$ 610,433	\$ 887,313	\$ 1,260,009	\$ 1,851,015	\$ 2,832,327	\$ 7,800,455
Visitor Center Revenue		\$ 66,000	\$ 176,035	\$ 211,241	\$ 253,490	\$ 304,188	\$ 365,025	\$ 438,030	\$ 1,814,009
Total Revenue		\$ 145,600	\$ 455,792	\$ 821,674	\$ 1,140,803	\$ 1,564,197	\$ 2,216,040	\$ 3,270,357	\$ 9,614,463