

SOFI

	Price per unit *	mL/unit	ABV (%)	Std drinks /unit	Price/ std drink	Differential
SOFI Spritz Premix	\$16.00	1,000	8	6.3	\$2.53	42%
Aperol Spritz Premix	\$25.00 **	800	9	5.7	\$4.40	74%
SOFI Aperitivo	\$25.99 **	750	16	9.5	\$2.75	44%
Aperol Aperitivo	\$29.97	700	11	6.1	\$4.93	80%

*unit = bottle for aperitivo or 4-pack for premix

**average of member & non-member price where applicable