

WHOLESALE PARTNER

BUNDLE PROFIT

The following is based on the sale of 12 bundles to 12 individual consumers. The P.O.E consumer behavior shows an increase in bundle sales with individuals purchasing multiple bottles of 19 oz liquid or a combination of 19 oz liquid with supplemental on-the-go bites to support daily elderberry supplementation.



The Essentials Bundle

1 full case of 12- 19 oz ; 1 full case of 12-40 ct.

\$42.75 Profit/bundle sold

\$513 Total Profit/12 bundles sold



The On The Go Bundle

2 full cases of 12-40 ct.

\$40.50 Profit/bundle sold

\$486.00 Total Profit/12 bundles sold



The Standard Bundle

2 full cases of 12-19 oz.

\$45.00 Profit/bundle sold

\$540.00 Total Profit/12 bundles sold



The On The Go Plus Bundle

1 full case of 12-19 oz. ; 2 full cases of 12- 40 ct.

\$63.00 Profit/bundle sold

\$756.00 Total Profit/12 bundles sold



The Premium Bundle

2 full cases of 12-19 oz. ; 1 full case of 12- 40 ct.

\$65.25 Profit/bundle sold

\$783.00 Total Profit/12 bundles sold

WHOLESALE PARTNER BUNDLE WITH ADD-ON PROFIT

The following is based on the sale of 12 bundles to 12 individual consumers with the add-on of the petite 8 ct. travel pouch. The P.O.E consumer behavior shows an increase in sales of the petite travel pouch of 8ct bites with any bundle purchase including the 40ct bite. Individuals prefer the availability of supplementation on the go by refilling and resealing the travel pouch from their 40 ct. bite.



The Essentials Bundle+Travel Pouch

1 full case of 12- 19 oz ; 1 full case of 12-40 ct.

\$513.00 Bundle Profit/12 bundles sold

\$577.68 with 8 ct. pouch/12 bundles



The On The Go Bundle+Travel Pouch

2 full cases of 12-40 ct.

\$486.00 Total Profit/12 bundles sold

\$550.68 with 8 ct. pouch/12 bundles



The Standard Bundle+Travel Pouch

2 full cases of 12-19 oz.

\$540.00 Total Profit/12 bundles sold

\$604.68 with 8 ct. pouch/12 bundles



The On The Go Plus Bundle+Travel Pouch

1 full case of 12-19 oz. ; 2 full cases of 12- 40 ct.

\$756.00 Total Profit/12 bundles sold

\$820.68 with 8 ct. pouch/12 bundles



The Premium Bundle+Travel Pouch

2 full cases of 12-19 oz. ; 1 full case of 12- 40 ct.

\$783.00 Total Profit/12 bundles sold

\$847.68 with 8 ct. pouch/12 bundles

