# MILLBROOK VINEYARDS & WINERY is pleased to introduce...

## MILLBROOK LOCAL JUICE

### **Profitability**

Winebow Cost / Keg \$180.00

Keg Size: 20L / 676 oz.

Equivalent # Bottles: 26 bottles

# 5 oz. Glasses / Keg: 135

Cost / Glass: \$1.33

Sell / Glass: \$8.00

Profit / Glass: \$6.67

GP% / Glass: 83%

GP\$ Per Glass \$6.67

Gross Revenue / Keg \$1080.00

Cost / Keg \$180.00

Profit / Keg \$900.00

#### Available Varietals

Tocai Friulano - Hudson River Region Chardonnay - Hudson River Region Pinot Noir - Central Coast, California

#### **Benefits**

- Once open, wine in the KeyKeg will last a minimum of four weeks.
- No air ever contacts the wine during the dispensing/ pouring process ensuring the wine reaches the customer as the winemaker intended.
- Using the KeyKeg diminishes CO2 emissions by up to 125%.
- The Key Keg uses far less energy and resources in its production, resulting in minimal environmental impact.
- The one way keg is designed to inflict low impact on the environment. Minimal materials are used and are recyclable friendly. The PET container can be crushed and recycled.

