

MILLBROOK VINEYARDS & WINERY

<i>Wine in Kegs - 20L</i>		
	WINE	KEG COST
2023	'Local Juice' Chardonnay - Hudson River Region	\$200.00
2024	'Local Juice' Tocai Friulano - Hudson River Region	\$240.00
2023	'Local Juice' Pinot Noir - Central Coast, California	\$225.00
2024	'Local Juice' All Day Rosè - New York State	\$200.00

Profitability

Millbrook Cost / Keg	\$200.00
Keg Size:	20L / 676 oz.
Equivalent # Bottles:	26 bottles
# 5 oz. Glasses / Keg:	135
Cost / Ounce:	\$.30
Cost / Glass:	\$1.48
Sell / Glass:	\$8.00
GP% / Glass:	82%
GP\$ Per Glass	\$6.52

Gross Revenue / Keg	\$1080.00
Cost / Keg	\$200.00
Profit / Keg	\$880.00

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 KeyKeg 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.

