



HELPING PROTECT THE ENVIRONMENT AND ENSURE SUSTAINABLE LIVELIHOODS FOR COFFEE-GROWING COMMUNITIES.

Shuffle Bean Premium Coffee Cost Analysis

Product	bags per case	bag cost	case cost		SRP for Retailer
12 oz Ground	12	\$ 5.48	\$ 65.70		\$ 8.49
12 oz Whole Bean	12	\$ 5.48	\$ 65.70		\$ 8.49
12 pack Kuerig Capsules	6	\$ 5.87	\$ 35.22		\$ 10.49

Profit for Retailer

Product	12 Oz Ground	12 oz Whole Bean	12 Pack Keurig Capsules
Sale Price	\$ 8.49	\$ 8.49	\$ 10.49
Profit per Bag	\$ 3.02	\$ 3.02	\$ 4.62
Profit per Case	\$ 36.18	\$ 36.18	\$ 27.72

Margin	36%	36%	44%
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12 oz
COFFEE BAGS



Single Cup
COFFEE PODS

