

MARTINEZ BRANDS

SPIRITS • WINES • IMPORTERS • SALES • MARKETING

25 July 2018

Ms. Veronica Varela
Liquor Purchasing Department
Cardenas/Mi Pueblo Supermarkets

RE: Rancho Escondido Price Increase Notification

Dear Vero,

This is to inform you that due to a continued increase in the cost of the Agave and consequently our importation cost, your Rancho Escondido's pricing will be adjusted as follows:

Rancho Escondido 12/750ml

Suggested retail (everyday)
Suggested Ad Price

Your Cost **\$73.50 per case**
(\$6.13 per bottle)
\$8.75 (30% Margin)
\$7.99 (23% Margin)

Rancho Escondido 6/1.75L

Suggested retail (everyday)
Suggested Ad Price

Your Cost **\$90.00 per case**
(\$15.00 per bottle)
\$19.99 (25% Margin)
\$18.99 (21% Margin)

Please let me know if you need any additional information or contact Roberta Huerta directly (rohuega@hotmail.com) for any supplier's based promotion.

Thank you very much for our continued partnership and we look forward to being of value to you and your business.

With kind regards,



Javier Martinez, President