

MARTINEZ BRANDS

SPIRITS • WINES • IMPORTERS • SALES • MARKETING

25 July 2018

Mr. Seferino Perez
Liquor Purchasing Department
Superior Grocers

RE: Rancho Escondido Price Increase Notification

Dear Seferino,

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

Your Cost **\$73.50 per case**
(\$6.13 per bottle)

Suggested retail (everyday)
Suggested Ad Price

\$8.75 (30% Margin)
\$7.99 (23% Margin)

Rancho Escondido 6/1.75L

Your Cost **\$90.00 per case**
(\$15.00 per bottle)

Suggested retail (everyday)
Suggested Ad Price

\$19.99 (25% Margin)
\$18.99 (21% Margin)

Please contact Don Bachman for any additional information or Roberta Huerta (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