Carib Cold Pour / buyer discussion

OFFER / ACCOUNT LADDER



Caribbean Gold line. Concept reference only. Lettering and label details require approved artwork; supplied emblems are used as exact copies, never redrawn.

Proposed offer

The Cold Pour is a proposed garnish-free serving ritual — frosted chalice, steady pour, clean foam collar — for Carib Heritage (led by the official 80th Anniversary bottle) and Caribbean Gold. Nothing is added. All artwork, prices, dates and release decisions require approval.

Account ladder

Pilot: Caribbean/Latin dining and coastal/patio bars in Miami/South Florida. Launch: selected Southeast premium-lager bars and independent retail. Earned: chains and convenience only after reorder evidence. Geography and accounts remain proposals.

Buyer answers

New recipe? No — the same Carib lager. Fruit or garnish? Never. New product line? No; Caribbean Gold is a proposed branded line, and the Cold Pour is a serve. Availability, ABV, UPCs, freight and credit terms? Confirm before external sell-in.

Supply and origin

Proposed Cape Canaveral bottles/kegs and East Coast co-packer cans. Verify producer and origin by SKU; Caribbean heritage does not turn US-brewed beer into an import.

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ILLUSTRATIVE PRICING / NOT A COMMERCIAL OFFER

12oz can six-pack

$6.50 brewery FOB → $8.75 wholesale → $11.99 suggested shelf. Modelled distributor margin 25.7%; retailer margin 27.0%.

12oz bottle six-pack

$6.75 FOB → $9.00 wholesale → $12.49 suggested shelf. Distributor margin 25.0%; retailer margin 27.9%.

Keg ladder

1/6 bbl: $75 FOB → $105 wholesale (28.6% distributor margin). 1/2 bbl: $170 → $225 (24.4%). Margins use (selling price − purchase cost) / selling price, not markup.

Conditional excise

Conditional Florida-sale model: about $0.424 federal + state excise per six-pack and $9.19 per half-barrel keg, assuming eligibility for $3.50/bbl federal tax. Carib producer identity, volume and allocation must be confirmed. Taxes are modelled as embedded in the illustrative price ladder, not added twice.

Bar pour model

$225 half-barrel, 1,890 usable oz and 14oz pours yields 135 pours. With no garnish cost, modelled cost is $1.67/pour; at an illustrative $8 menu price, gross margin is 79.2%. Excludes labour, glassware, overhead and other account costs.

Sell-in release

Prices are illustrative; no binding terms, margin guarantee or mandated resale price. Obtain actual tax, freight, promotions and distributor agreements; review applicable state pricing rules.

Research provenance

Carried forward from research checked 28 Oct 2026; not newly reverified. Broad margin, trade-spend and co-packer cost assumptions remain unverified.

TTB · federal excise and eligibility · Florida · malt beverage tax