

**Bull's Eye Brands, Inc.
Price List**

Date
Acct. No.

8/22/2020
025

Description	Case Pack	Est. Portions	Portion Size	Price Level	2020/2021 Case Price	Portion Price 2020/21	2017/2018 Case Price	Portion Price 2017/18	Diff. %	Over 40 case order	Portion Price over 40 cases
SmartMouth Italian Saus 4/5#	4/5#	320	1 oz	Lex/Rich 5 Bid 25/40/50	\$ 49.00	0.153125	\$ 44.00	0.1375	11.4%	\$ 48.00	\$ 0.150
SMARTMOUTH 6" PIZZA BOX	250/cs	250	EACH	Lex/Rich 5 Bid 25/40/50	\$ 43.23	0.17292	\$ 41.23	0.16492	4.9%	\$ 42.23	\$ 0.169
Smart Mouth Pepperoni 2/12.5lb	2/12.5#	1800	4 slices (.25 oz)	Lex/Rich 5 Bid 25/40/50	\$ 76.00	0.0475	\$ 72.00	0.045	5.6%	\$ 75.00	\$ 0.047
RED LABEL 7" PIZZA CRUST-THIN	180/cs	180	3 oz	Lex/Rich 5 Bid 25/40/50	\$ 89.70	0.49833333	\$ 88.20	0.49	1.7%	\$ 88.70	\$ 0.493
PIZZA SAUCE SMARTMOUTH-106oz	6/106 oz	1272	.5 oz	Lex/Rich 5 Bid 25/40/50	\$ 37.33	0.02934748	\$ 35.33	0.027775	5.7%	\$ 36.33	\$ 0.029
30# IQF Mozzarella LMPS (1.4 Salt)	30 lb	320	1.5 oz	Lex/Rich 5 Bid 25/40/50	\$ 79.00	0.246875	\$ 78.00	0.24375	1.3%	\$ 78.00	\$ 0.244

2020/21 Pepperoni Pizza 1.04247582
2017/18 Pepperoni Pizza 1.01644516
Increase 2.56%

1.027759	orders
1.016445	over 40
1.11%	Cases

2020/21 Cheese Pizza 1.02976748
2017/18 Cheese Pizza 1.00769516
Increase 2.19%

Raw Ingredient changes since 2017 - see attached	2017 Market	2020 market to	Change
Cheese	\$ 1.61	\$ 1.92	19.3%
Wheat (dough)	\$ 4.24	\$ 5.29	24.8%
Tomatoes (pizza Sauce)	\$ 2.34	\$ 2.84	21.4%
Pork (pepperoni & Italian Sausage)	\$ 2.05	\$ 2.33	13.7%
Corrugated paper (boxes)	\$ 307.10	\$ 338.30	10.2%
Average raw cost of goods change			13.99%
Average distribution cost per case	\$ 4.25	\$ 5.00	17.6%

The above pricing is reflective of orders of 40 or fewer cases

*incoming frozen freight average truck load 2500 3500 40.0%