

**SPECIALTY MARKETING SYSTEMS
TABASCO® COST AND PROFIT EXAMPLES**

How our items are priced:

ITEM #	DESCRIPTION	RETAILER COST **	RETAIL PRICE ***	RETAILER MARGIN
03905	Great TABASCO® Cookbook	\$16.75	\$24.99	33%
03248	Bear with 5 oz. Bottle of Cinnamon Flavored Candy	\$8.00	\$11.99	33%
LP113	Joker's Wild Lounge Pants	\$15.00	\$22.50	33%
08640	TABASCO® Gift Box (Small)	\$16.50	\$24.99	34%
CH160	Big Bell Bass Boxers	\$10.25	\$15.50	34%
04333	2 oz. Denim Holster w/2 oz. TABASCO® Pepper Sauce	\$7.75	\$11.99	35%
03183	TABASCO® Logo Red Apron	\$13.00	\$19.99	35%
05688	Green, Neon Diamond T-Shirt (X-Lg.)	\$12.85	\$19.99	36%
09757	Family of Flavors Gift Pack 5 oz.	\$16.00	\$24.99	36%
03770	Red & Green Ceramic Salt & Pepper Shakers	\$9.30	\$14.99	38%

Of course, when you consider that you have no money invested, and no handling or stocking, your margins are much higher.
