



## Price Points & Profits for Fundraisers

Price Point: \$2.00 each for individual biscotti & Trio Pack Pricing

EAST OF MISSISSIPPI		WEST OF MISSISSIPPI	
Sales	Your Profit	Sales	Your Profit
More than \$9000	50%	More than \$10,000	50%
\$4000 - \$8,999	45%	\$5000 - \$9,999	45%
\$2000 - \$3,999	40%	\$2500 - \$4,999	40%
Less than \$2000	35%	Less than \$2500	35%

**Price Point: \$1.75 each for individual biscotti & Trio Pack Pricing—Recommended**

EAST OF MISSISSIPPI		WEST OF MISSISSIPPI	
Sales	Your Profit	Sales	Your Profit
More than \$9000	45%	More than \$10,000	45%
\$4000 - \$8,999	40%	\$5000 - \$9,999	40%
\$2000 - \$3,999	35%	\$2500 - \$4,999	35%
Less than \$2000	30%	Less than \$2500	30%

**Price Point: Gourmet Biscotti Pricing**

	Recommended Pricing	Higher Price Point Pricing
Gourmet Trio Biscotti Pack	5.00	6.00
Gourmet Trio Plus Biscotti Pack	7.00	8.00
Gourmet Trio + Coffee Biscotti Pack	8.99	9.99
Gourmet Trio + Tea Biscotti Pack	8.99	9.99
Gourmet Trio + Mug Biscotti Pack	9.99	10.99

Anita's Biscottis *does not* recommend going below \$1.75 price point as the profit becomes so little it is not worth your time. However, if you choose to go above the \$2.00 price point, contact us for more information.