

Coastal Seltzer

Florida

October 10, 2026

Dist. Margin: 32.5% | Retail Margin: 28.0%

Brand	Market	SKU	Size	Format	Packs/Case	Units/Pack	Mode	FOB/Case	Freight/Case	Excise/Case	Depletion/Case	Landed Cost	Dist Margin %	Dist Sell-in/Case	Dist GP/Case	Retail Margin %	Retail/Pack	Retail/Single
Coastal Seltzer	Florida	Mango Seltzer	12 oz	6×4	6	4	Forward	\$28.00	\$0.00	\$0.00	\$0.00	\$28.00	32.5%	\$41.48	\$13.48	28.0%	\$9.60	\$2.40
Coastal Seltzer	Florida	Lime Seltzer	12 oz	6×4	6	4	Forward	\$28.00	\$0.00	\$0.00	\$0.00	\$28.00	32.5%	\$41.48	\$13.48	28.0%	\$9.60	\$2.40
Coastal Seltzer	Florida	Grapefruit Seltzer	12 oz	6×4	6	4	Forward	\$30.00	\$0.00	\$0.00	\$0.00	\$30.00	32.5%	\$44.44	\$14.44	28.0%	\$10.29	\$2.57
Coastal Seltzer	Florida	Variety 12-pack	12 oz	2×12	2	12	Forward	\$29.00	\$0.00	\$0.00	\$0.00	\$29.00	32.5%	\$42.96	\$13.96	28.0%	\$29.84	\$2.49
Coastal Seltzer	Florida	Lime Seltzer — Target Shelf	12 oz	6×4	6	4	Reverse	\$37.88	\$0.00	\$0.00	\$0.00	\$37.88	32.5%	\$56.12	\$18.24	28.0%	\$12.99	\$3.25