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1. The price of the wine

The great variety of typologies of wines, harvests and prices suggest a precise selection based on the parameter price-quality relation.

Based on the price, the wines can be divided in several segments: low, medium, high and highest; for every segment of price, it is possible to apply a proportionally different mark-up.

PURCHASE PRICE	MARK-UP
<i>until 5€</i>	<i>150% - 200%</i>
<i>from 5€ to 10€</i>	<i>120% - 150%</i>
<i>from 10€ to 20€</i>	<i>100% - 120%</i>
<i>from 20€ to 50€</i>	<i>80% - 100%</i>
<i>more than 50€</i>	<i>50% - 60%</i>