



# IDAHO STATE LIQUOR DIVISION

Idaho State Liquor Division  
1349 E. Beechcraft Court  
Boise, Idaho 83716

Price Tiers Retail Ranges:

- Value \$0.00 - \$8.95
  - Markup (87%)
- Popular \$9.00 - \$14.95
  - Markup (78%)
- Premium \$15.00 - \$24.95
  - Markup (68%)
- Super Premium \$25.00 - \$39.95
  - Markup (54%)
- Ultra Premium \$40.00 - \$59.95
  - Markup (55%)
- Luxury 60.00+
  - Markup (73%)

Value Tier Markup	Popular Tier Markup	Premium Tier Markup	Super Premium Tier Markup	Ultra Premium Tier Markup	Luxury Tier Markup
1.87	1.78	1.68	1.54	1.55	1.73

Cross Overs:

Value Tier Max Shelf Price	Popular Tier Max Shelf Price	Premium Tier Max Shelf Price	Super Premium Tier Max Shelf Price	Ultra Premium Tier Max Shelf Price	Luxury Tier Max Shelf Price
\$ 8.95	\$ 14.95	\$ 24.95	\$ 39.95	\$ 59.95	all above Ultra Premium

Max Cost Per Bottle Value Tier	Max Cost Per Bottle Popular Tier	Max Cost Per Bottle Premium Tier	Max Cost Per Bottle Super Premium Tier	Max Cost Per Bottle Ultra Premium Tier
39	70	54	09	98

