

Case 2: Bottle Shifters (III of VI)

Bain, Round 1

Market Data

Total volume of liquor sold in the US annually: 1.43B liters
Average size of a bottle: 0.75 liters
Standardized: 80% (price: 0.30\$)
Customized: 20% (price: 0.70\$)

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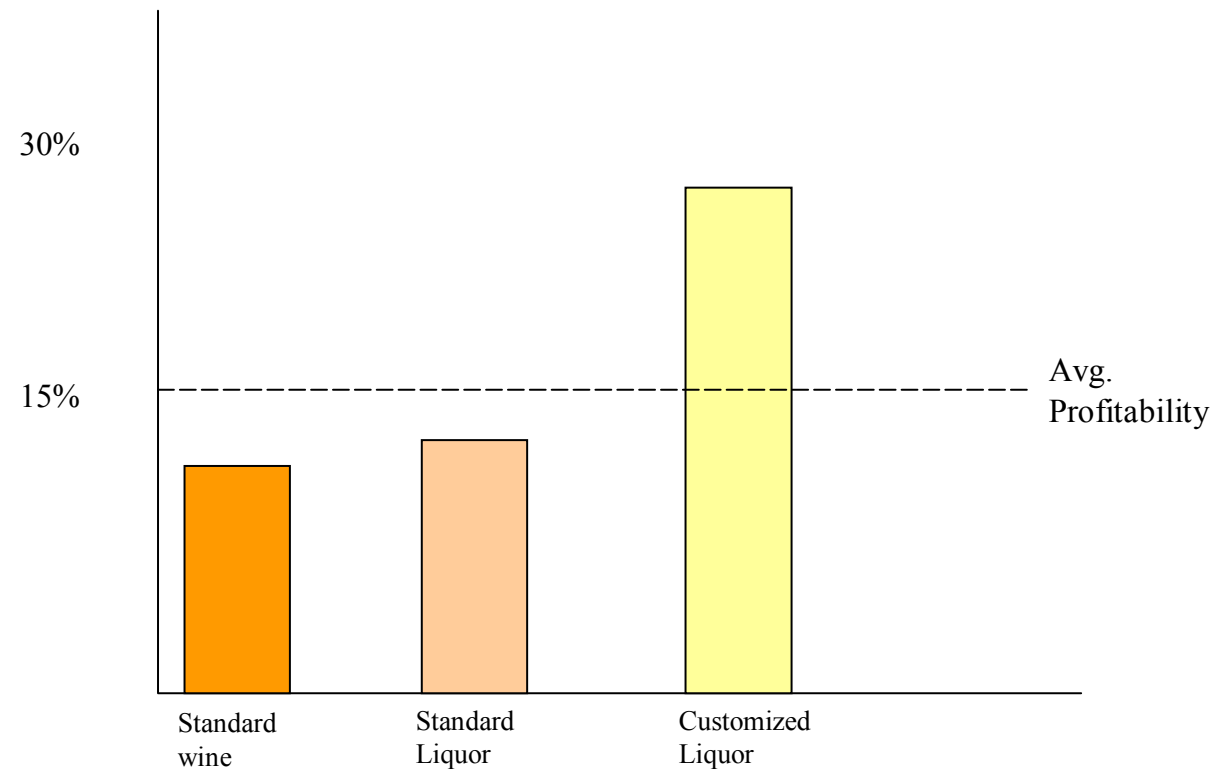
Value Chain



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Bottle Shifters Product Mix



# of accounts	698	2	2
Revenues	1.4Mn	8.6Mn	0.7Mn