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| **Spectacular Vernacular** | **Can I Contribute?** | **COGS** | **Bringing Home the Bacon** | **Just for Fun!** |
| **What is Cost of Goods Sold** |  |  | **What is the expense details report?** |  |
| **What is Gross Margin**  **Total sales - cost of goods sold.** |  |  | **What is total revenue beverage, Total revenue food, Total revenue lobby.** |  |
| **What is Total Cost**  **Controllable contribution - non-controllables.** | **Till audits (done twice a week)** | **What is product waste?** | **What is Total revenue beverage.** |  |
| **What is Controllable Contribution**  **Gross margin - store operating expenses.** | **Office Supplies, Laundry, Sampling, Store Purchases, Travel & Entertainment, Cash Over/Short, Telephone, Cleaning Supplies, Smallwares** |  | **What is espresso revenue?** |  |
| **What is Profit & Loss** | **Rent, Utilities, Retail Insurance, Vacation, Contract Services, Real Estate Taxes** |  | **What isfood revenue?** |  |