

City of St. Francis Bottle Shop 2025 Annual Report



City of St. Francis Bottle Shop

Liquor Store Staff

Employee	Position	Date Appointed
Joe Pfeifer	Liquor Store Manager	11/13/2023
Crystal Buskey	Assistant Manager	9/7/2004 (Hired May 22, 2001)
Corrine Lauer	Full-time Cashier	8/3/2021 (Hired February 7, 2014)
Kyler Loud	Full-time Cashier	6/17/2025 (Hired April 19, 2022)
Erik Hughes	Part-time Cashier	4/19/2022
Colin Reed	Part-time Cashier	6/07/2024

City of St. Francis Bottle Shop

5-Year Comparative Income Statement-2024 Unaudited

	2021	2022	2023	2024	2025
Liquor	\$ 876,981.59	\$ 1,061,869.58	\$ 1,137,220.31	\$ 1,186,261.69	\$ 1,143,421.85
Beer	1,319,035.77	1,501,830.05	\$ 1,553,322.12	\$ 1,602,793.05	\$ 1,543,266.40
Wine	195,306.57	229,183.75	\$ 234,567.08	\$ 239,339.74	\$ 234,858.90
Miscellaneous Sales	39,379.35	58,136.64	\$ 63,343.30	\$ 64,158.56	\$ 62,849.77
NAB&W	5,980.57	9,142.63	\$ 11,809.14	\$ 18,985.44	\$ 22,806.08
Cigarettes	64,976.11	75,848.57	\$ 80,402.35	\$ 87,766.96	\$ 74,670.45
THC Drinks	-	-	\$ 5,493.59	\$ 63,920.22	\$ 122,429.52
Total Gross Sales	\$ 2,501,659.96	\$ 2,936,011.22	\$ 3,086,157.89	\$ 3,263,225.66	\$ 3,204,302.97
COGS	\$ 1,899,042.82	\$ 2,211,211.51	\$ 2,319,001.56	\$ 2,387,832.57	\$ 2,288,184.35
Gross Profit	\$ 602,617.14	\$ 724,799.71	\$ 767,156.33	\$ 875,393.09	\$ 916,118.62
Gross Profit Margin	24.1%	24.7%	24.8%	26.8%	28.6%
Personnel	\$ 296,862.34	\$ 399,628.93	\$ 347,591.85	\$ 367,806.53	\$ 403,256.18
Insurance	26,195.62	22,176.56	\$ 35,979.34	\$ 33,659.74	\$ 25,057.27
Supplies	19,956.06	8,109.57	\$ 7,566.15	\$ 8,368.66	\$ 6,395.90
Professional	60,603.93	99,433.74	\$ 86,537.90	\$ 84,789.43	\$ 85,130.32
Repairs	16,965.45	41,484.04	\$ 9,782.42	\$ 13,188.11	\$ 13,433.56
Communications	2,331.38	1,708.78	\$ 1,532.73	\$ 1,731.18	\$ 1,092.21
Other	86,453.38	96,902.62	\$ 107,906.36	\$ 109,529.82	\$ 123,840.69
Utilities	11,558.73	14,603.79	\$ 15,354.81	\$ 13,894.41	\$ 14,958.11
Depreciation	19,195.42	42,219.04	\$ 42,117.83	\$ 43,388.50	\$ 43,000.00
Total Operating Expenses	\$ 540,122.31	\$ 726,267.07	\$ 654,369.39	\$ 676,356.38	\$ 716,164.24
Net Operating Income	\$ 62,494.83	\$ (1,467.36)	\$ 112,786.94	\$ 199,036.71	\$ 199,954.38
Other Income	\$ (10,387.94)	\$ (23,104.41)	\$ 64,043.89	\$ 81,227.39	\$ 61,900.12
Income (Loss) Before Transfers	\$ 52,106.89	\$ (24,571.77)	\$ 176,830.83	\$ 280,264.10	\$ 261,854.50
Transfers Out	\$ 60,000.00	\$ 60,000.00	\$ 60,000.00	\$ 65,000.00	\$ 65,000.00
Net Income/(Loss)	\$ (7,893.11)	\$ (84,571.77)	\$ 116,830.83	\$ 215,264.10	\$ 196,854.50
Cash Balance	\$ 1,204,211	\$ 1,048,587	\$ 1,149,835	\$ 1,230,298	\$ 1,325,614

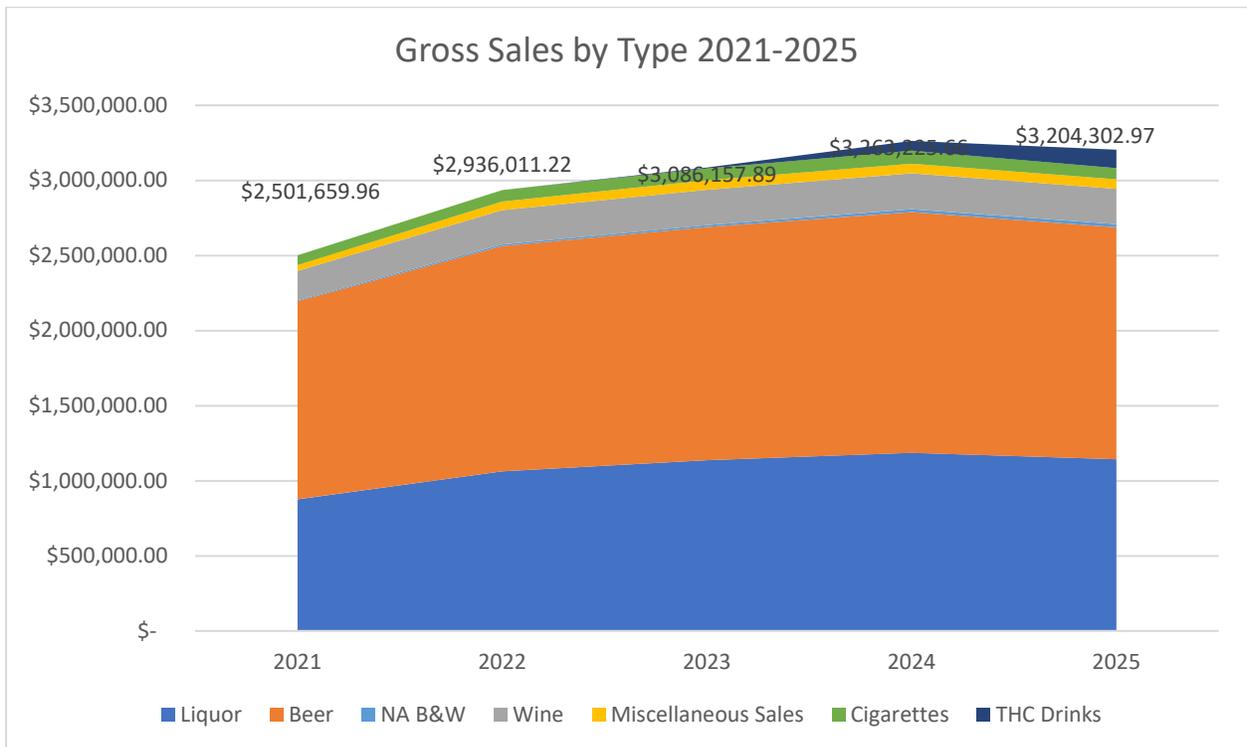
Gross Sales

The liquor store has seen an increase in gross sales over the last 5 years for the most part. 2020 covid shut downs generated \$348,900 more in gross sales than 2019 sales. The drop in 2021 was due to the building remodel and being shut down for a few weeks. Unaudited 2025 gross sales were shy of 2024 by close to 2%, but with smarter buying our profitability remains positive and higher than 2024.



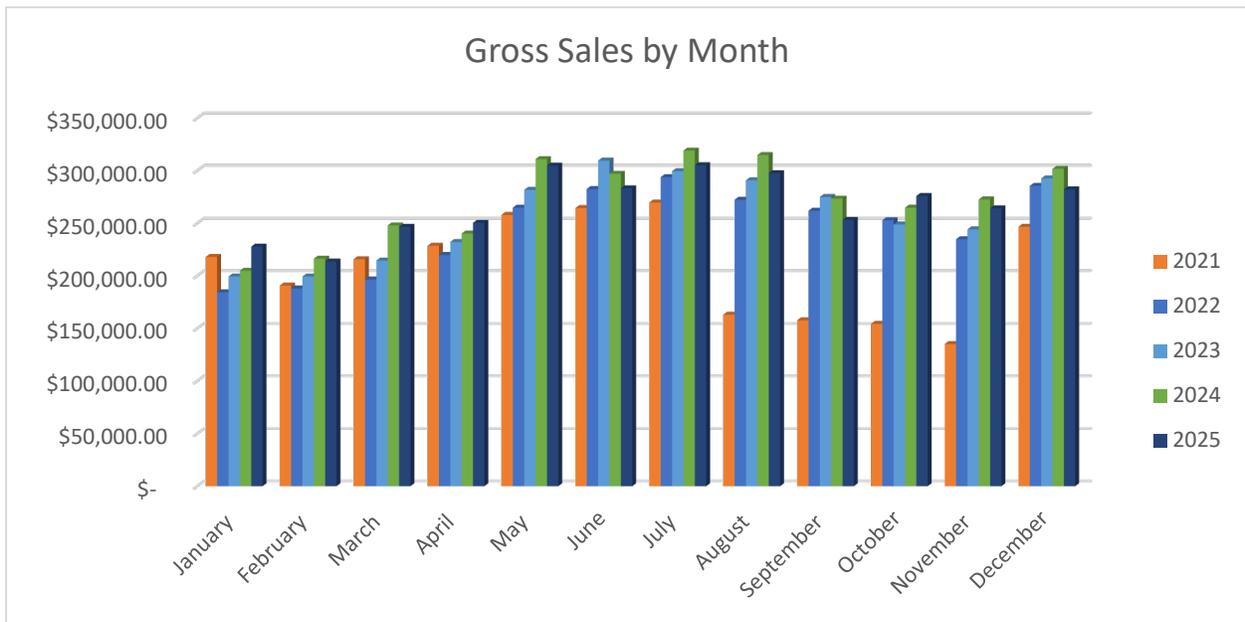
Gross Sales by Type

This graph shows the breakdown of the gross sales by type of purchase: Liquor, Wine, Beer, Miscellaneous, NA B & W, Cigarettes, and THC. As you can easily see from the graph, THC grew very well in 2025.



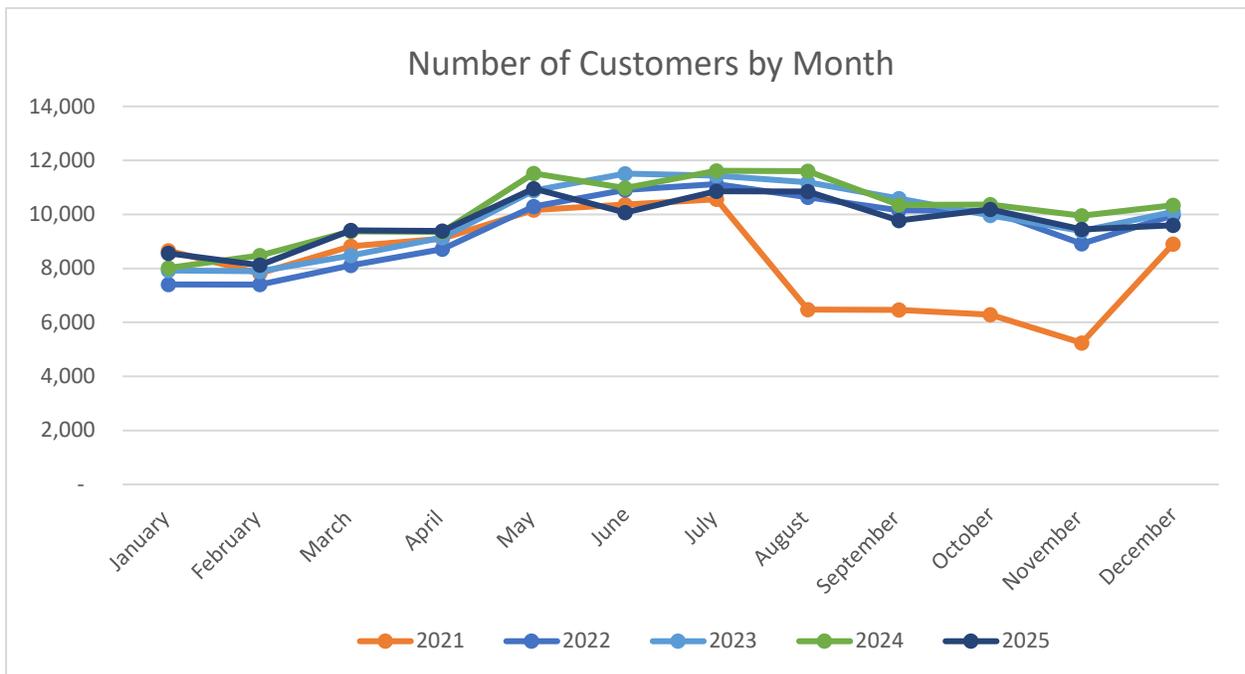
Gross Sales by Month

Traditionally, the store is slower in the early months of the year and picks up during the summer. School slows and then a solid December. 2025 was no exception and most months of the year were slightly behind 2024 as liquor sales are down nationally due to healthier trends.



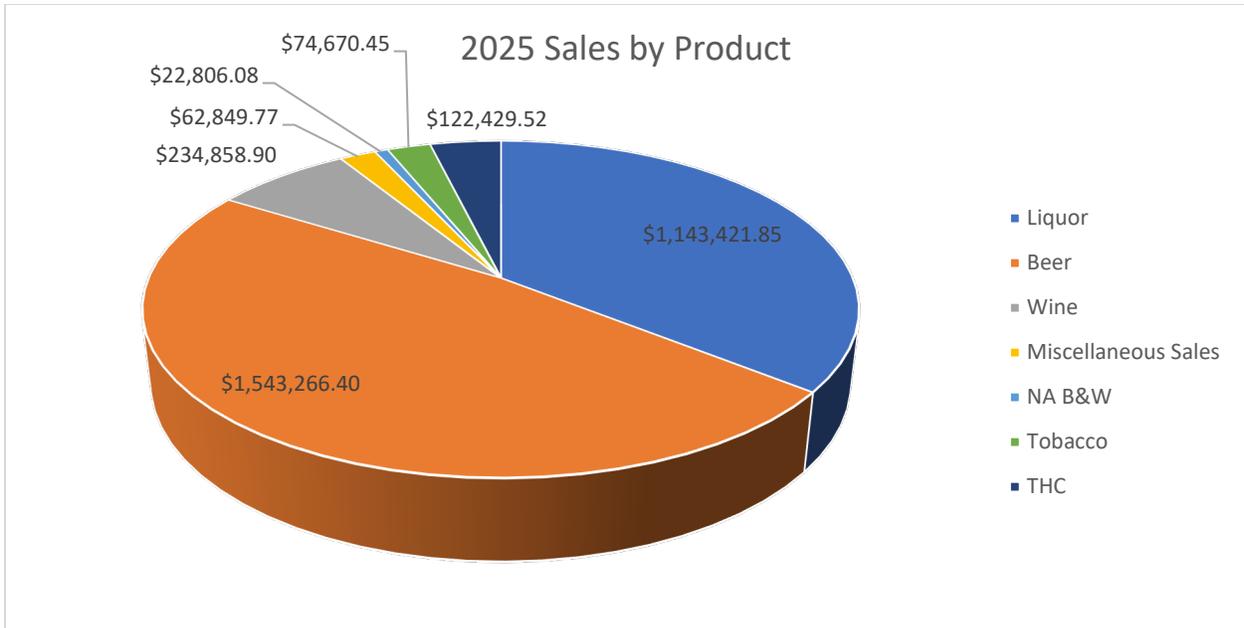
Customers by Month

Here are the number of customers by month for the last 5 years. Again 2021 line shows the decline for the remodeling. 2025 showed decrease in customers since 2024. I will continue to create great sales and attractive displays to help intice better customer growth. Facebook presence may also help with this.



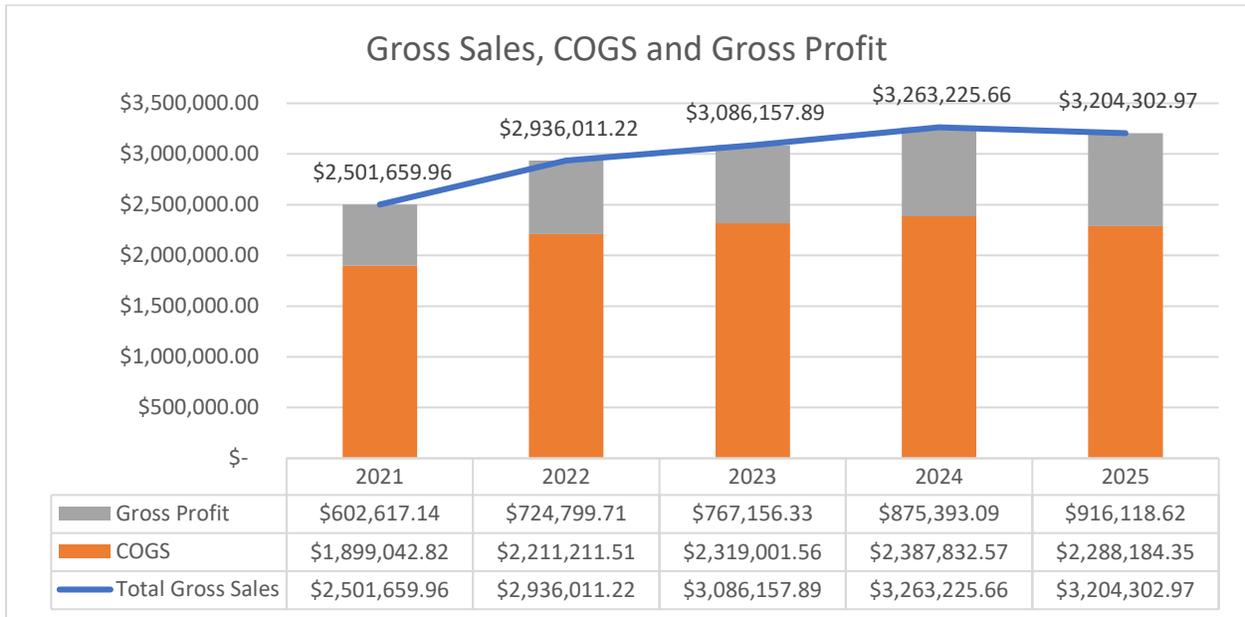
Sales by Product

The next chart shows the 2025 Sales by product. Beer is #1 at 48% with Liquor coming in at 36%. Wine is at 7% and THC is creeping up to be #3 at 4%.



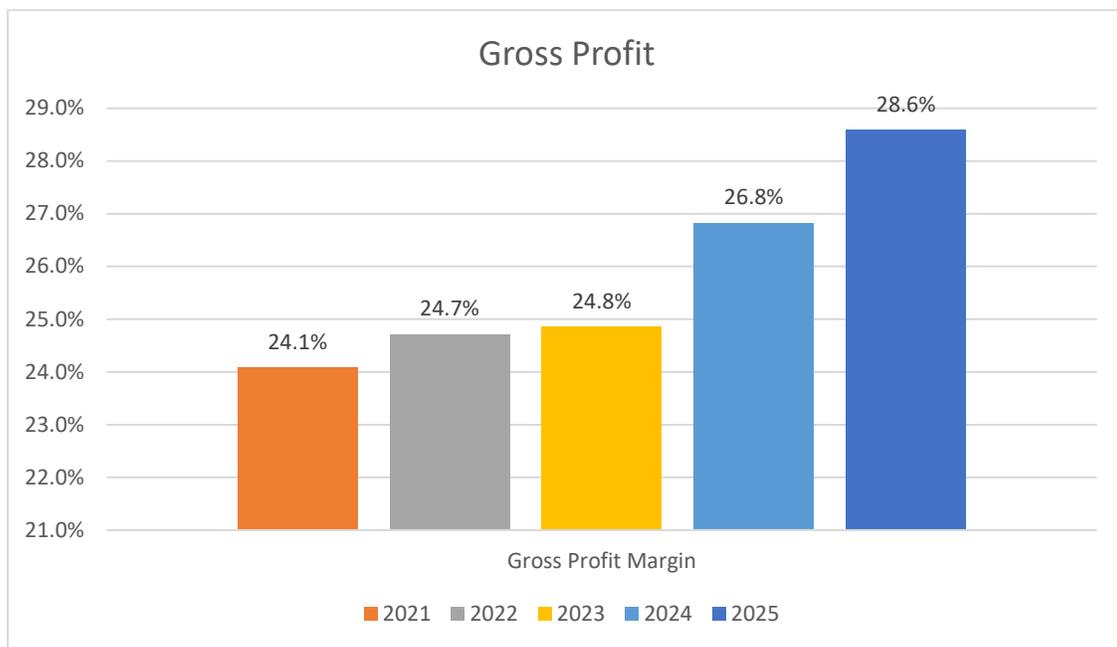
Gross Sales, COGS and Gross Profit

After gross sales, this next graph shows the relationship gross sales to cost of goods sold (COGS) and the gross profit that is created. Cost of goods sold is what the Bottle Shop pays for the liquor, beer, wine and miscellaneous. Once that is deducted from the gross sales you have the gross profit amount.



Gross Profit Margin

The Bottle Shop's goal prior to THC was to have a gross profit margin of 25%. Since I've started here, with both correcting prices as well as better buying, we have seen a steady increase year over year. Inching closer to 30% overall GP (goals) we should continue to climb along side increase in sales of THC. This is generated by taking the Gross Profit and dividing it by the Gross Sales.

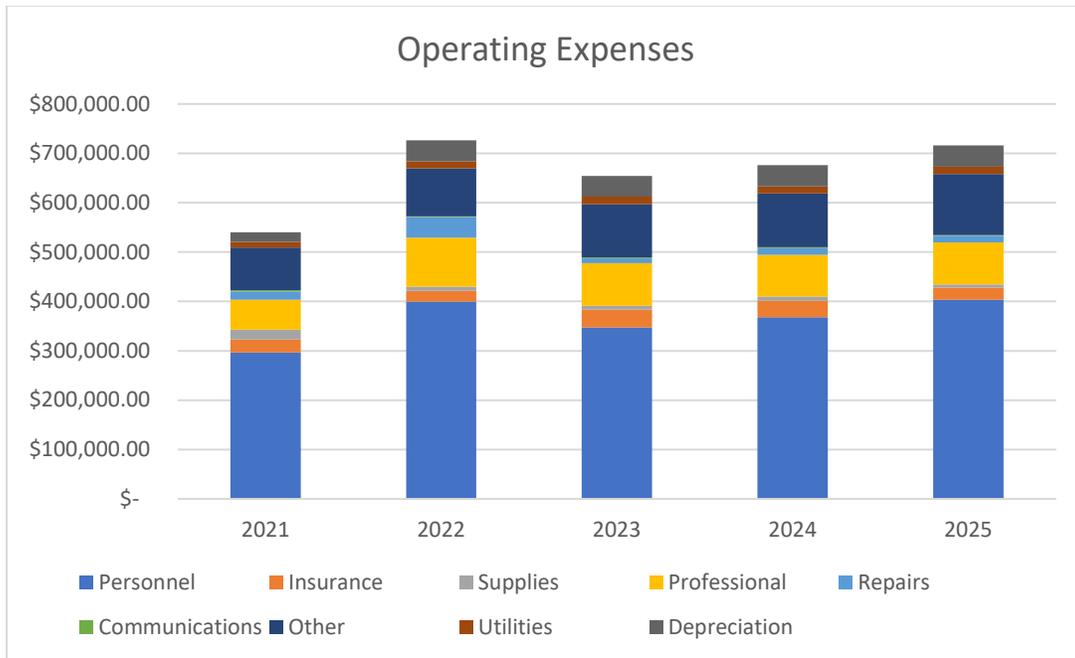


Operating Expenses

The costs for running the liquor store operations is broken down into the following categories: Personnel, insurance, supplies, professional services, repairs and maintenance, communications, other, utilities and depreciation.

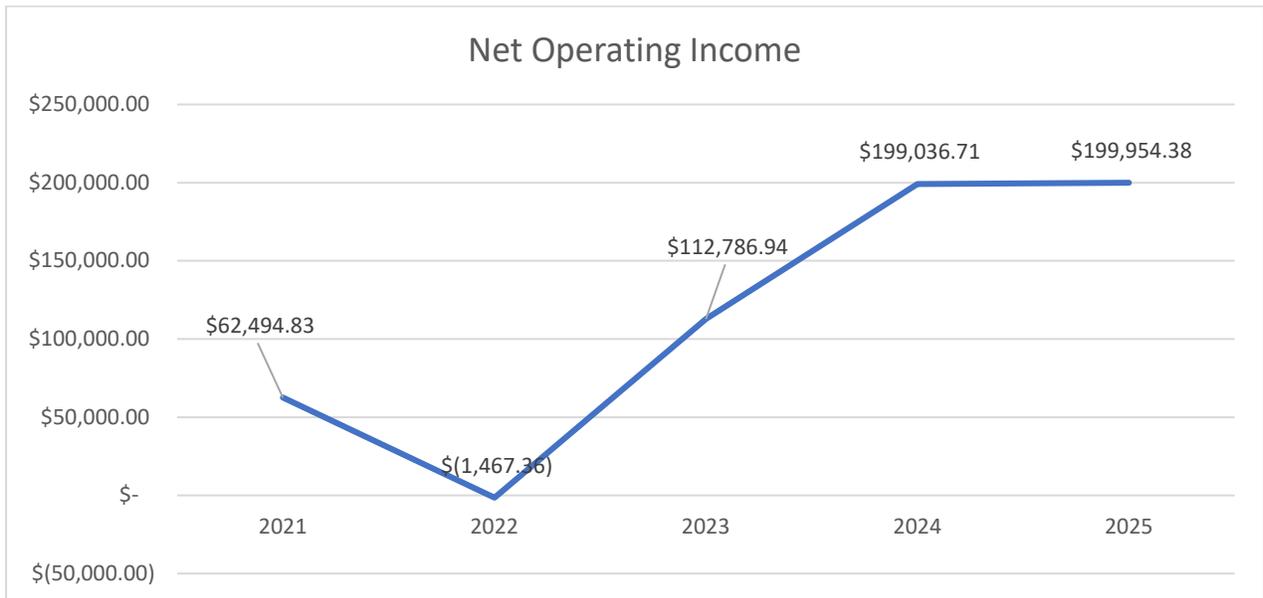
The biggest line item is the personnel line. The shop now employs four full-time staff. The manager, the assistant manager and two full-time clerk. The full-time clerks are Corrine (2021) and Kyler (2025).

The next biggest line item is the professional services line. This line includes auditing costs, computer consulting costs, administration charge (this is transferred to the general fund) and the cost of credit card processing.



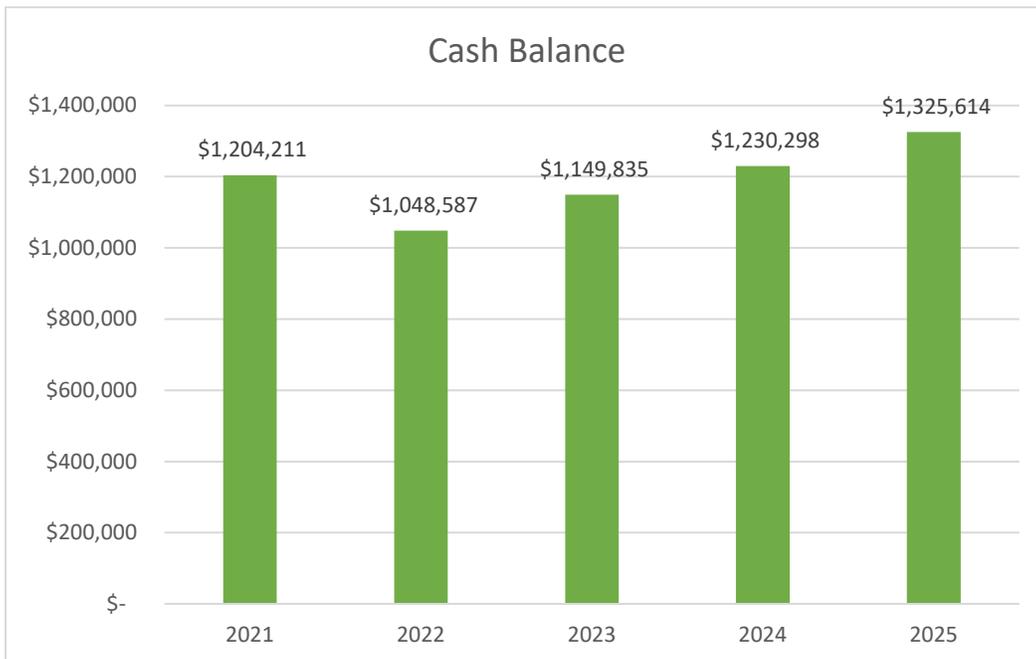
Net Operating Income

Net Operating Income is the amount left over after operating expenses are subtracted from gross profit. The trend was in negative in 2022 with an expensive remodel and has been on the upwards since I was hired in 2023.



Cash

Cash balance continues to climb back up after 2022. 2022 was a large remodel and we have increased our cash balance year over year since then, with the following increases in cash: +\$101,248 in 2023, + \$80,463 in 2024, and + \$95,316 in 2025.



2025 Trends

Low dose hemp derived THC products continue to be a driving force in overall store GP. We've gone from \$5,500 in sales in 2023, to \$63,900 in 2024, and \$122,429 in 2025. It's grown from 0.04% to nearly 4% of our total sales and has a higher GP than any other category in the shop.



Changes for the better

2025 was another solid year for The Bottle Shop. We made some big changes with the store layout by adding an entire 16 foot double sided gondola of 24 inch deep shelving. This allowed us to create full 4ft sections for each of the main varieties of wine, as well as more than double our American whiskey selection. We've continued to add key items in all categories to have a better variety and appeal to our customers.



In February, we made an adjustment to our Military Discount. Previously, we offered a 10% discount on non-sale items to all Military Veterans. We now offer that discount every day of the week, all year long.



In March, we had aisle markers made and put them up in the wine and liquor aisles to help customers locate the items they are shopping for.



In April, Kristi put in her notice and I made the decision to promote Kyler to full time rather than hiring another part time helper. I feel the decision paid off, as Kyler has stepped his game up and is a very helpful part of the full-time crew. I also began researching the possibility and cost of a new walk-in cooler for our shop.

In June, I had conversations with DoorDash to potentially begin using them as a delivery service for the Bottle Shop. We went live with DoorDash in September and made \$6,265.06 in sales in the few short months we had them in our store.



We installed new shelving for our THC in October, which tripled the amount of shelf space for the growing category. Gave it a more centralized location, near the warm beer displays covering many of the windows to help block out natural light. Mindy, another tenured part time employee, also gave notice and I chose to leave the position vacant as we were maintaining proper shift coverage and didn't need the added payroll coming into the holiday season.

Had a solid Thanksgiving week, ending with a very good Black Friday Allocated Bourbon sell off. Had almost a dozen cars waiting for the doors to open so they could have the chance at buying highly allocated bourbons.



Hadn't spent too much time really focusing on Facebook presence, other than posting pictures of sale items and cool displays. Decided to run a Facebook Giveaway for a snowsuit, which got us an additional 117 followers in just a few short weeks. Spent most of the last few weeks of 2025 blowing out any dated THC drinks and ensuring that all THC was properly labeled. We're talking about well over 1,000 tiny stickers placed on all THC packages. Also spent quite a bit of time finalizing all plans for the new walk-in cooler, scheduled to be installed in late January.



