

- Weekly Sales Report
- Retail Sales
- Retail Material Margin...
- B2B Sales
- B2B Material Margin...
- Total Sales
- Retail + B2B Material...

By department for the week Year on Year

Department	Current Year Week	Last Year Week	Variance
Honey	56.00		↑ 56.00
Hospitality	2,053.83		↑ 2,053.83
New Products	133.66	41.00	↓ 92.66
Tea	13,973.39	28,834.36	↓ -14,860.97
Total	16,216.88	28,875.36	-12,658.49

Retail Sales for the week, Year on Year

Department	Current Year Week	Last Year Week	Variance
Tea	2,618.84	2,242.66	↑ 376.18
New Products	111.66	41.00	↑ 70.66
Honey	56.00		↑ 56.00
Hospitality	379.16		↑ 379.16
Total	3,165.66	2,283.66	882.00

Key Tea Sales for the week Year on Year

Company / Customer Name	Current Year Week	Last Year Week	Variance
Plough To Plate	2,364.75	676.15	↑ 1,688.60
Edward James Foundation- West D...	1,480.00		↑ 1,480.00
Fortnum & Mason Plc	1,200.00		↑ 1,200.00
Savills	840.00		↑ 840.00
Teacup Tearoom	572.00		↑ 572.00
Blacks Corner Trading Company Ltd	472.00		↑ 472.00
Selfridges & Co	388.80	2,203.20	↓ -1,814.40
Burford Garden Company	347.10		↑ 347.10
Truro City Council	298.80		↑ 298.80
Eden Project - Dept Cpv	294.70		↑ 294.70

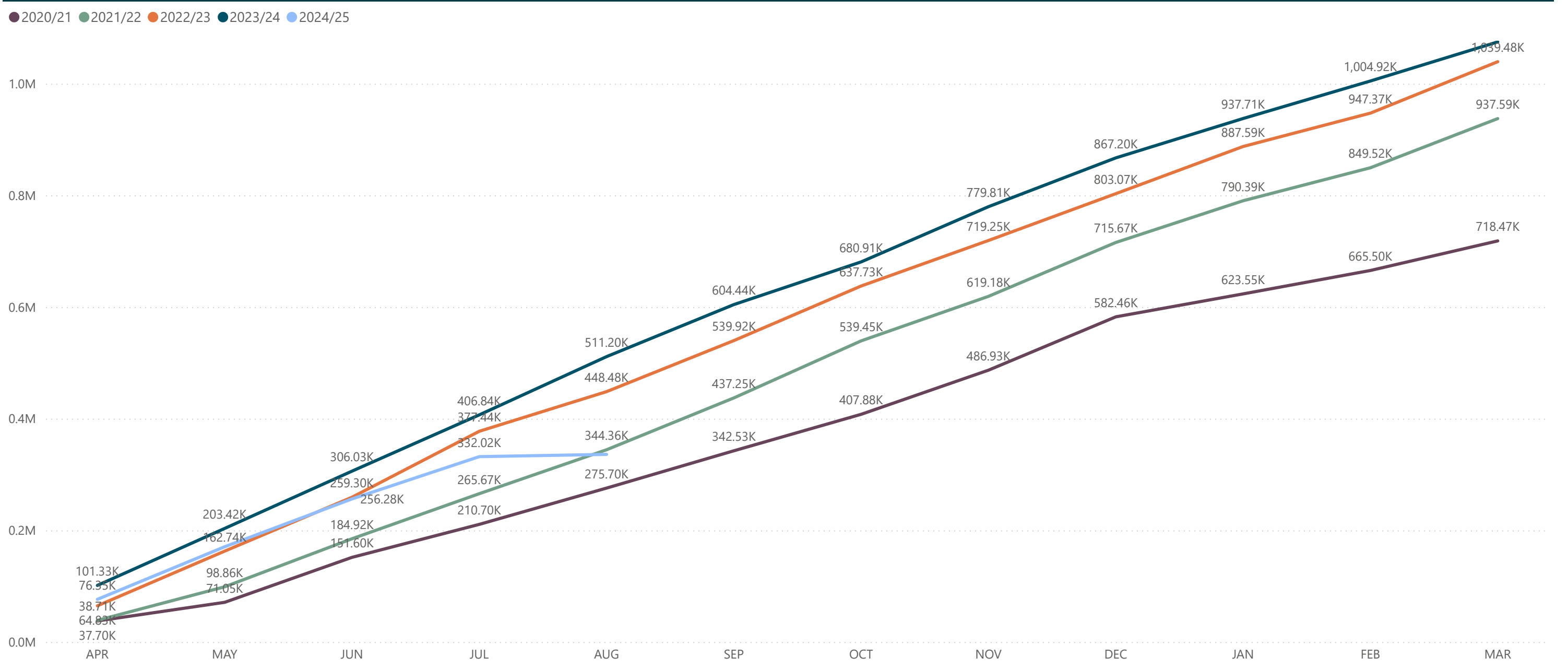
For the month so far, by department

Department	Current Year MTD	Last Year MTD	Variance
Honey	242.00		↑ 242.00
New Products	124.93		↑ 124.93
Tea	3,623.05	11,263.56	↓ -7,640.51
Total	3,989.98	11,263.56	-7,273.58

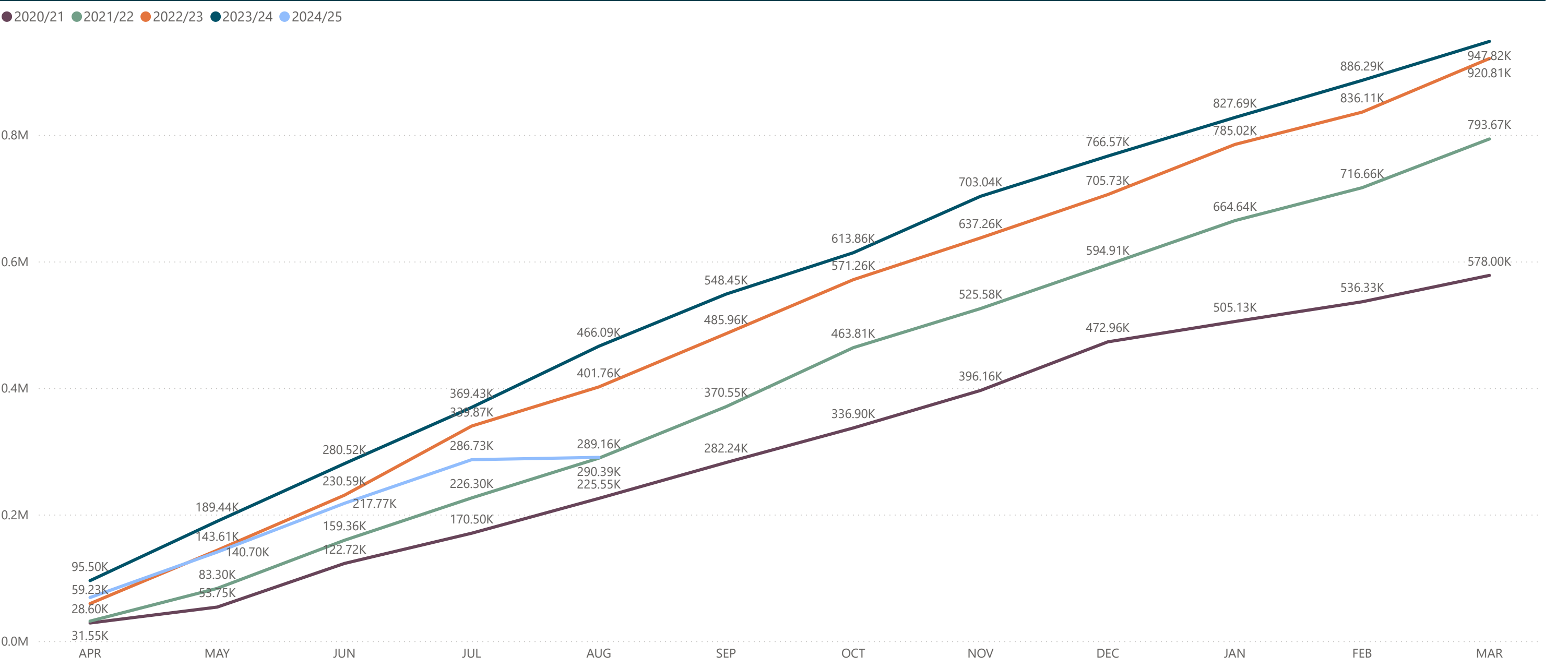
For the year so far, by department

Department	Current Year YTD	Last Year YTD	Variance
Cornish Woods		30,048.18	↓ -30,048.18
Honey	5,406.07		↑ 5,406.07
Hospitality	25,084.75		↑ 25,084.75
New Products	15,040.52	7,214.61	↑ 7,825.91
Tea	288,159.97	380,529.25	↓ -92,369.28
Total	333,691.31	417,792.04	-84,100.74

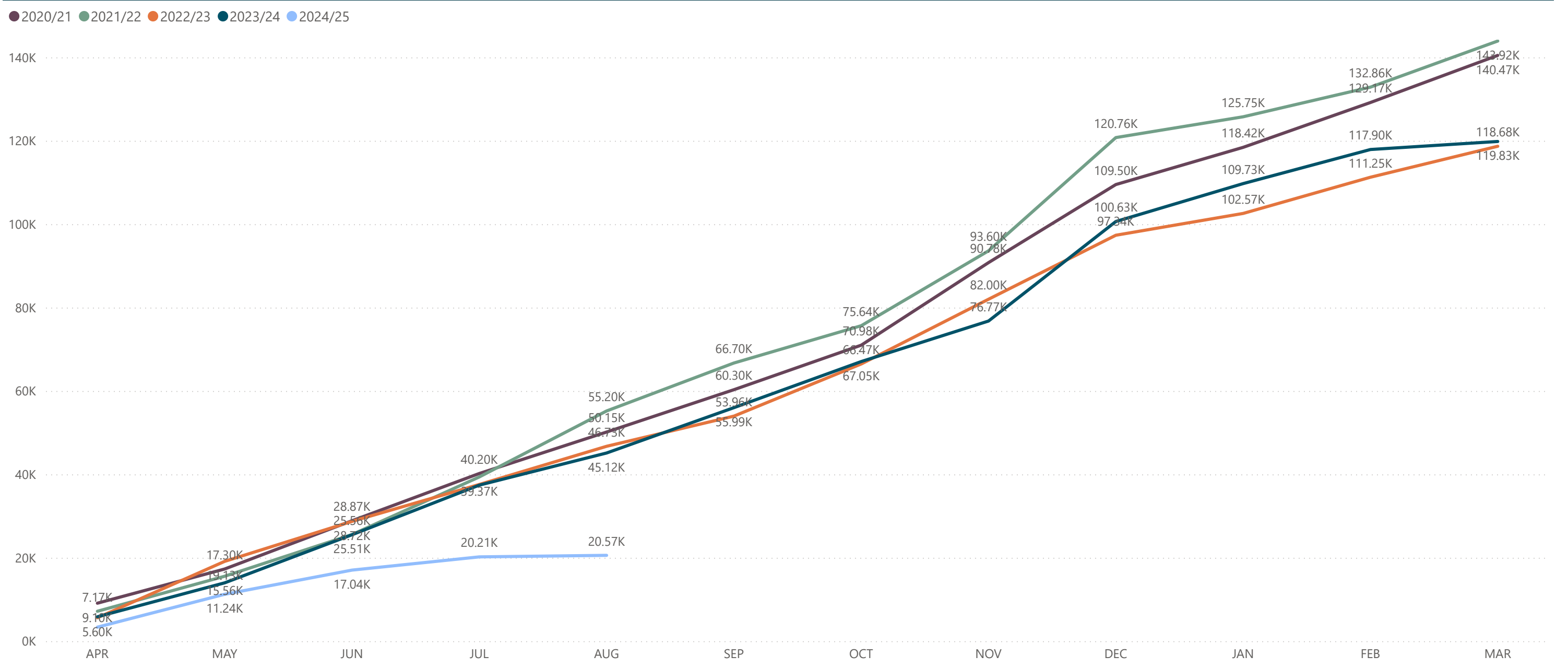
Graph Total Sales YTD by Month - Trading Cumulative



Graph Total Sales YTD by Month - Tea

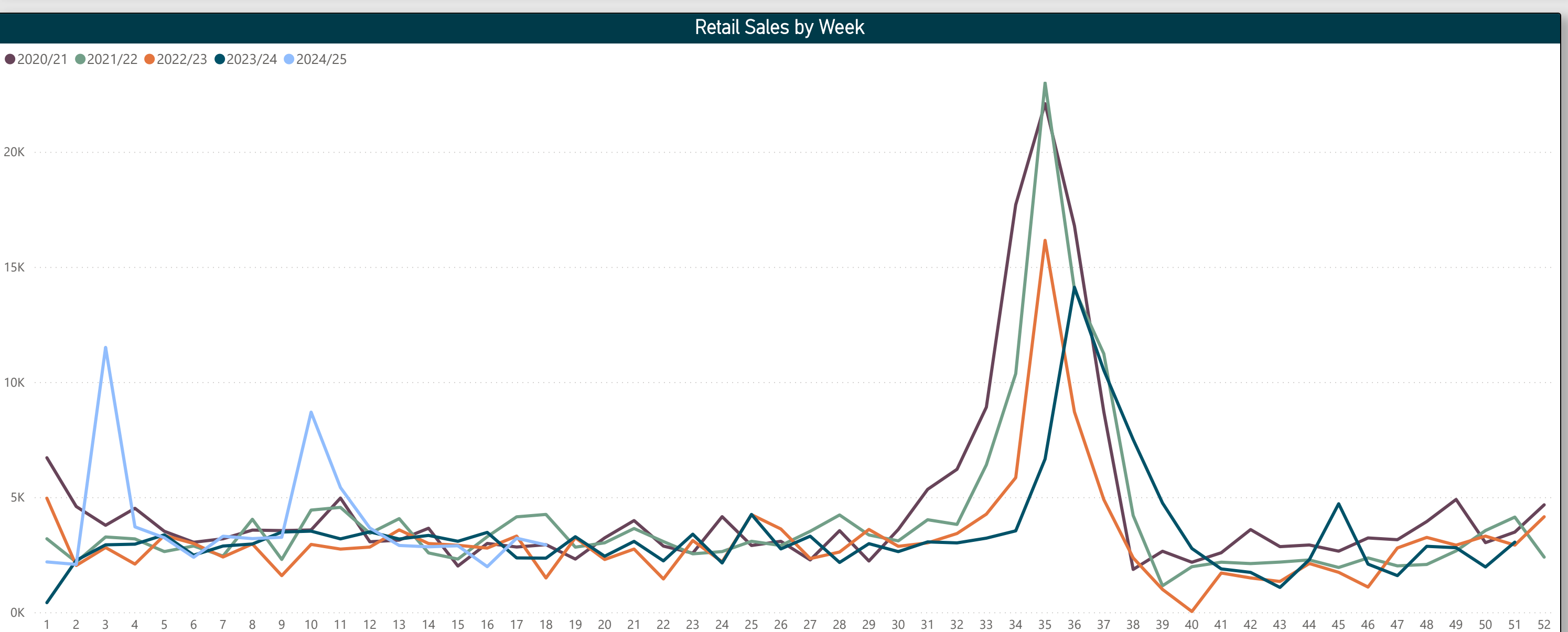
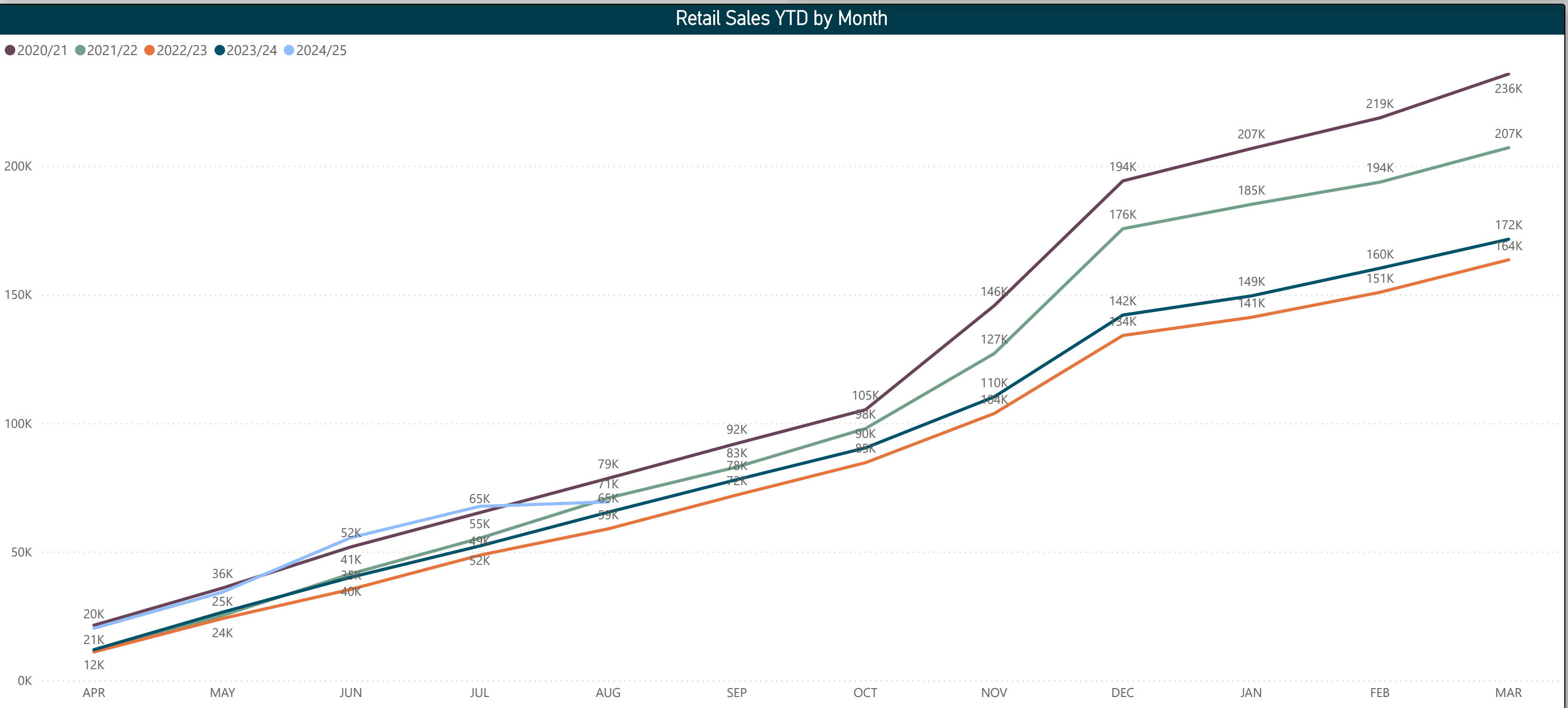
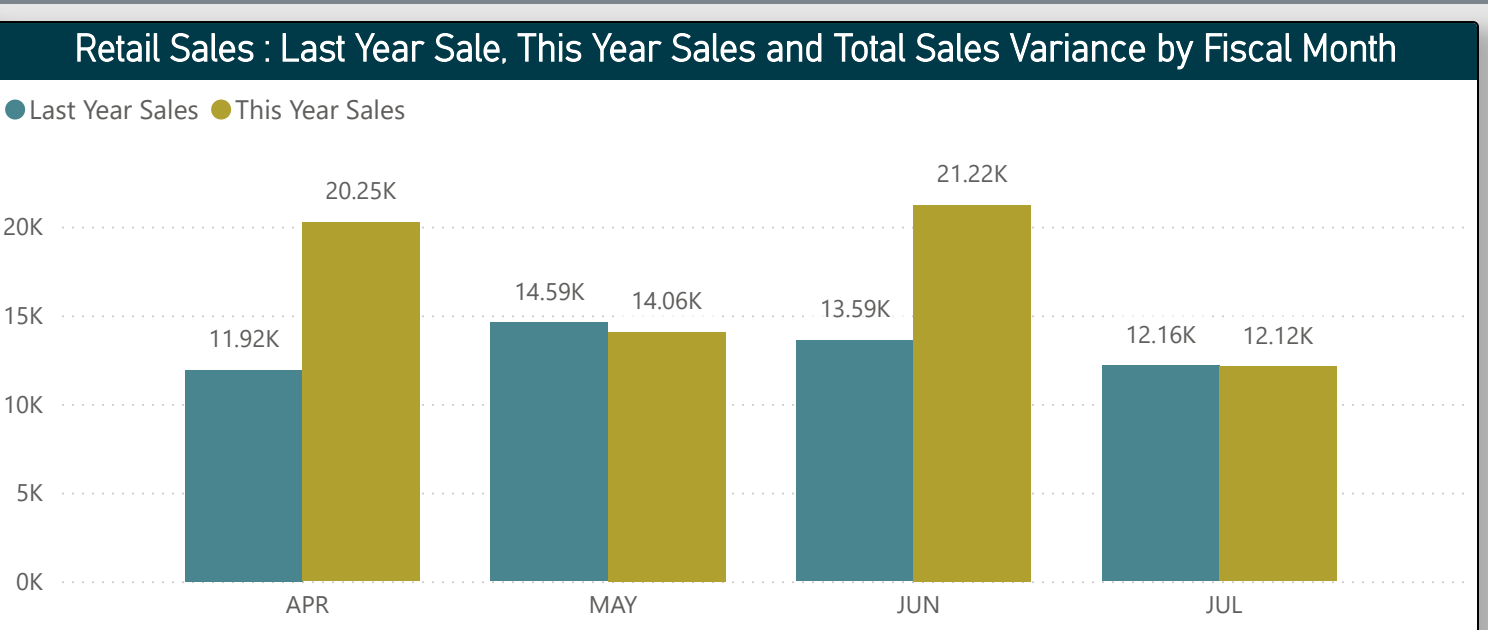
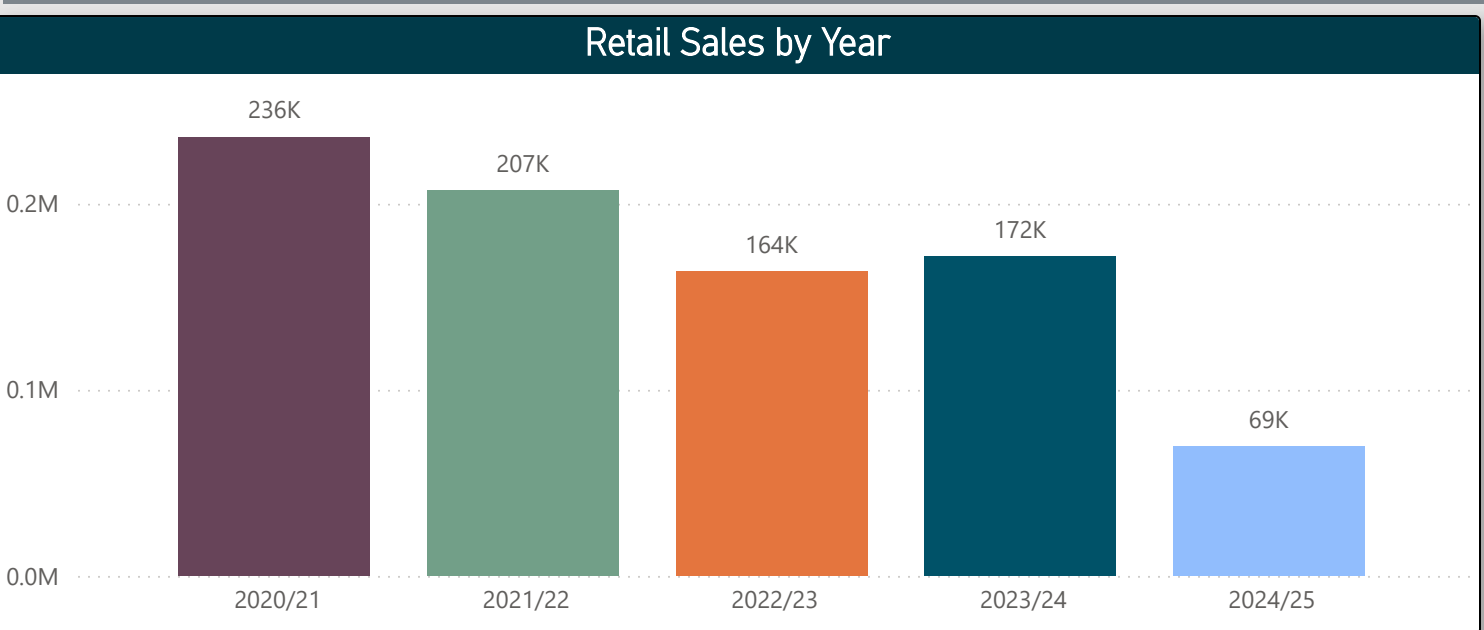


Graph Total Sales YTD by Month - Honey, New Products and Cornish Woods

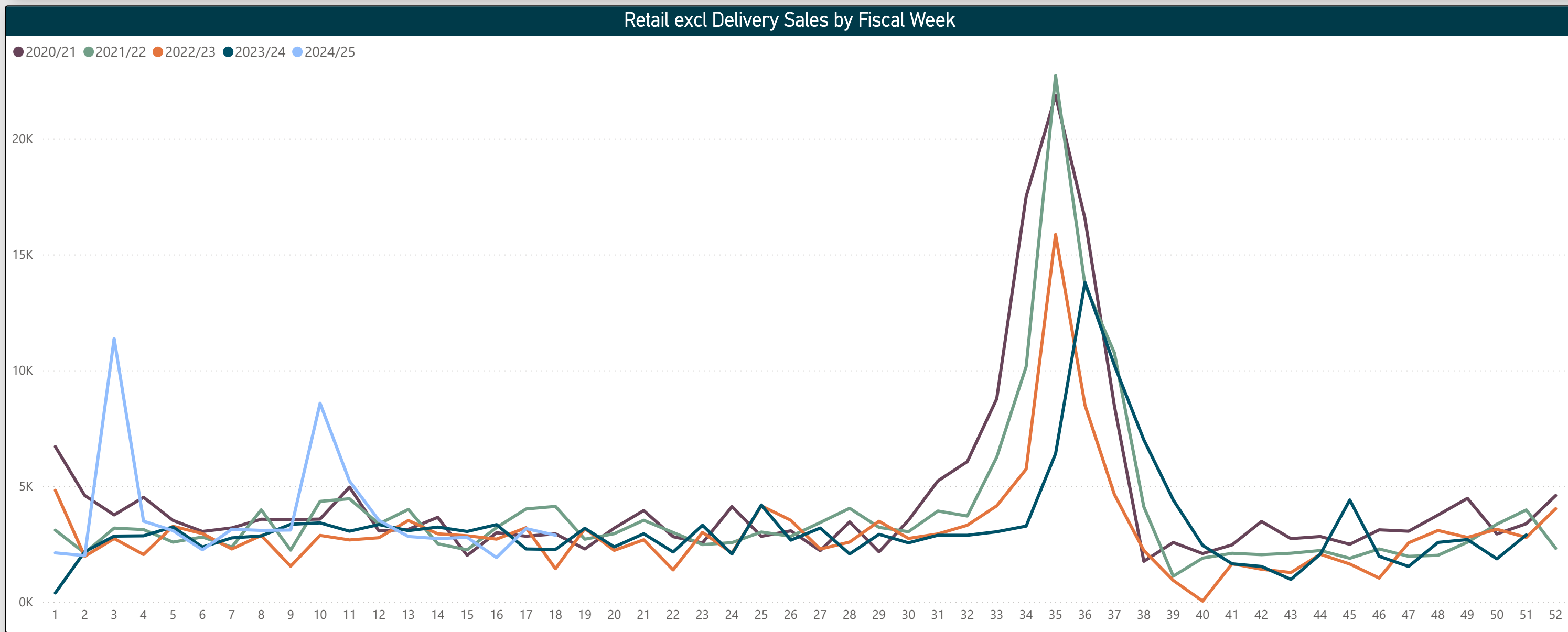
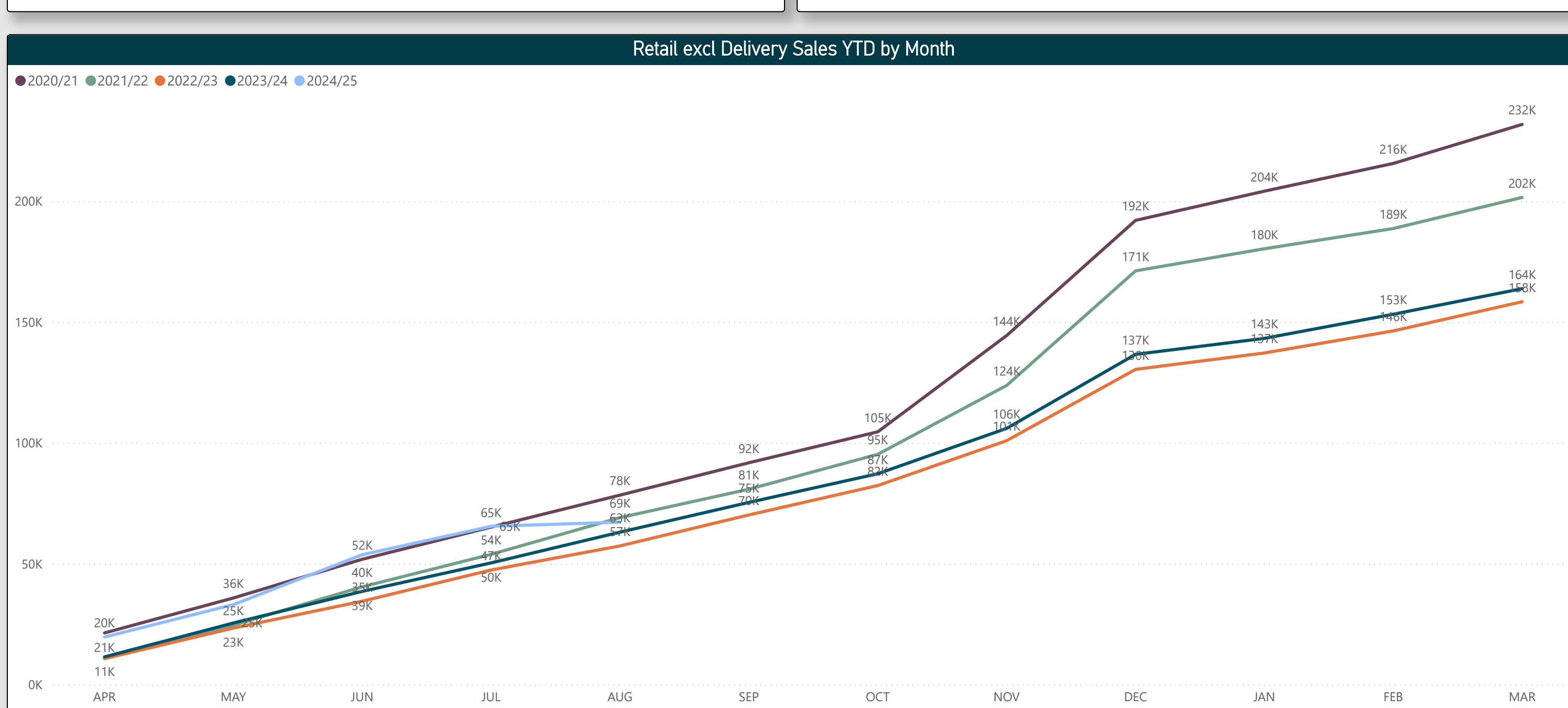
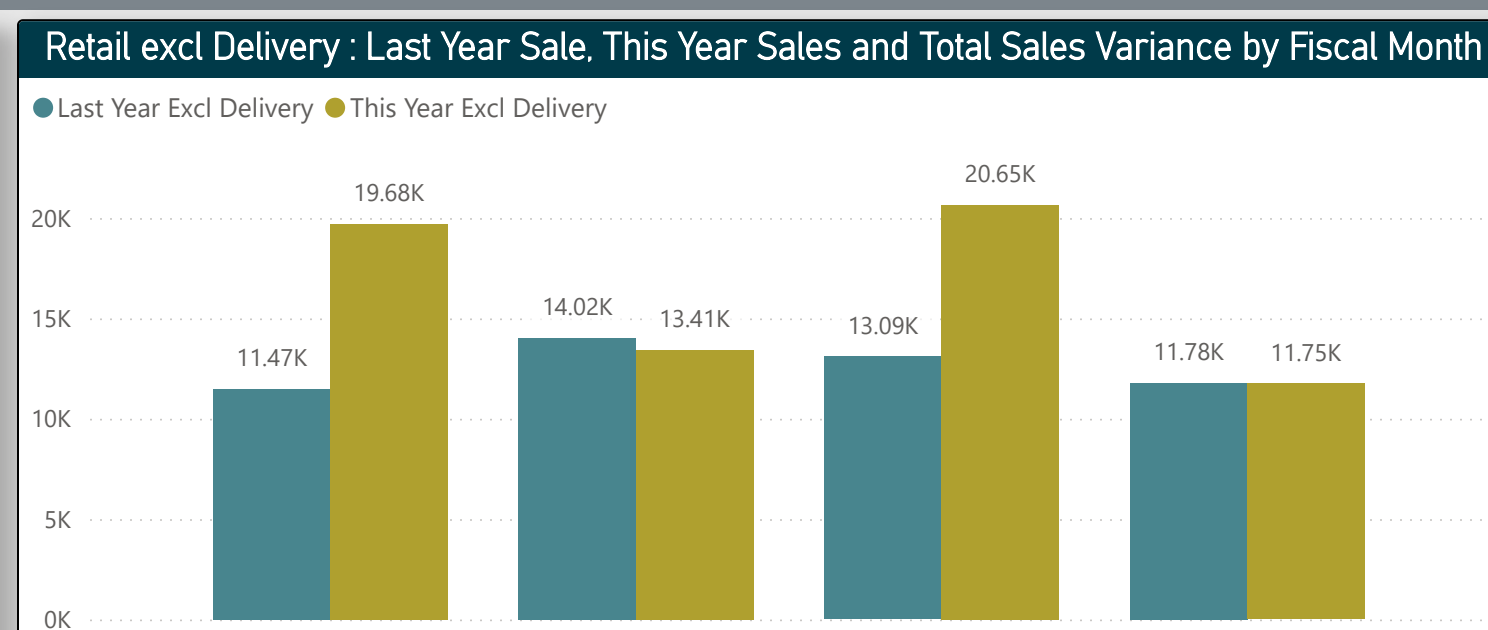
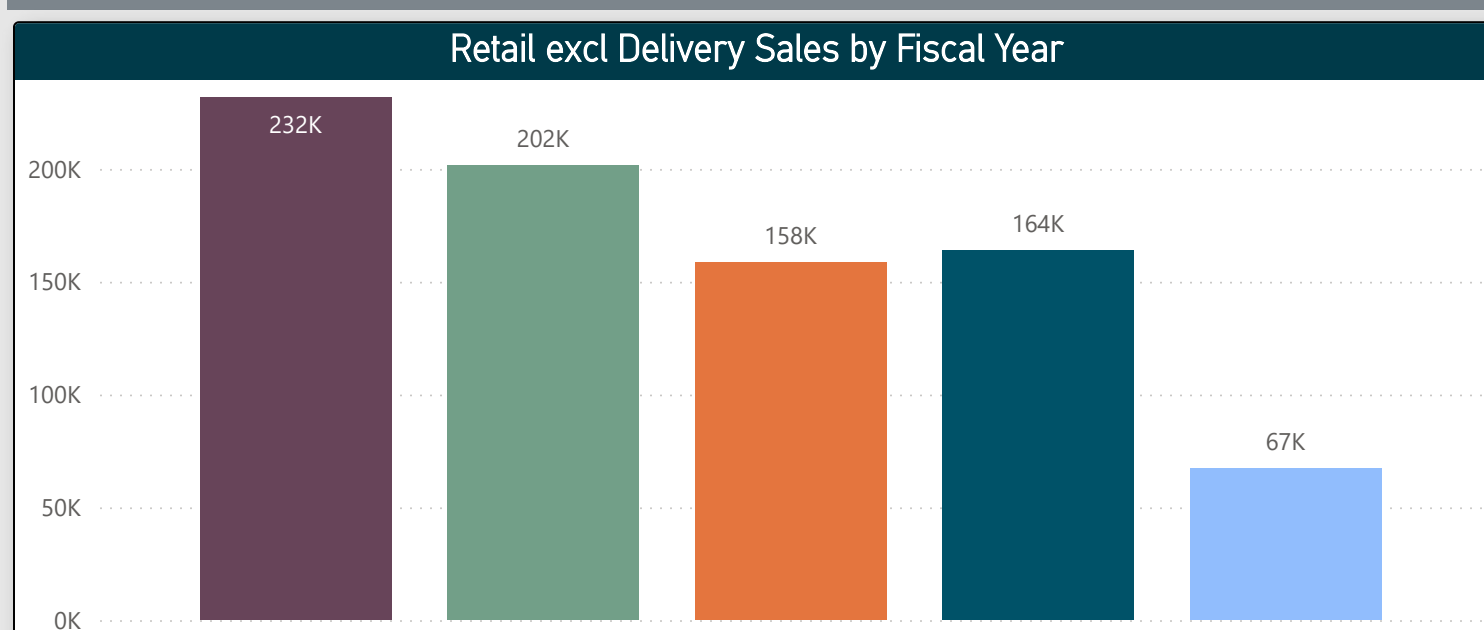


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- Retail + B2B Material...
- Export MTD and YTD

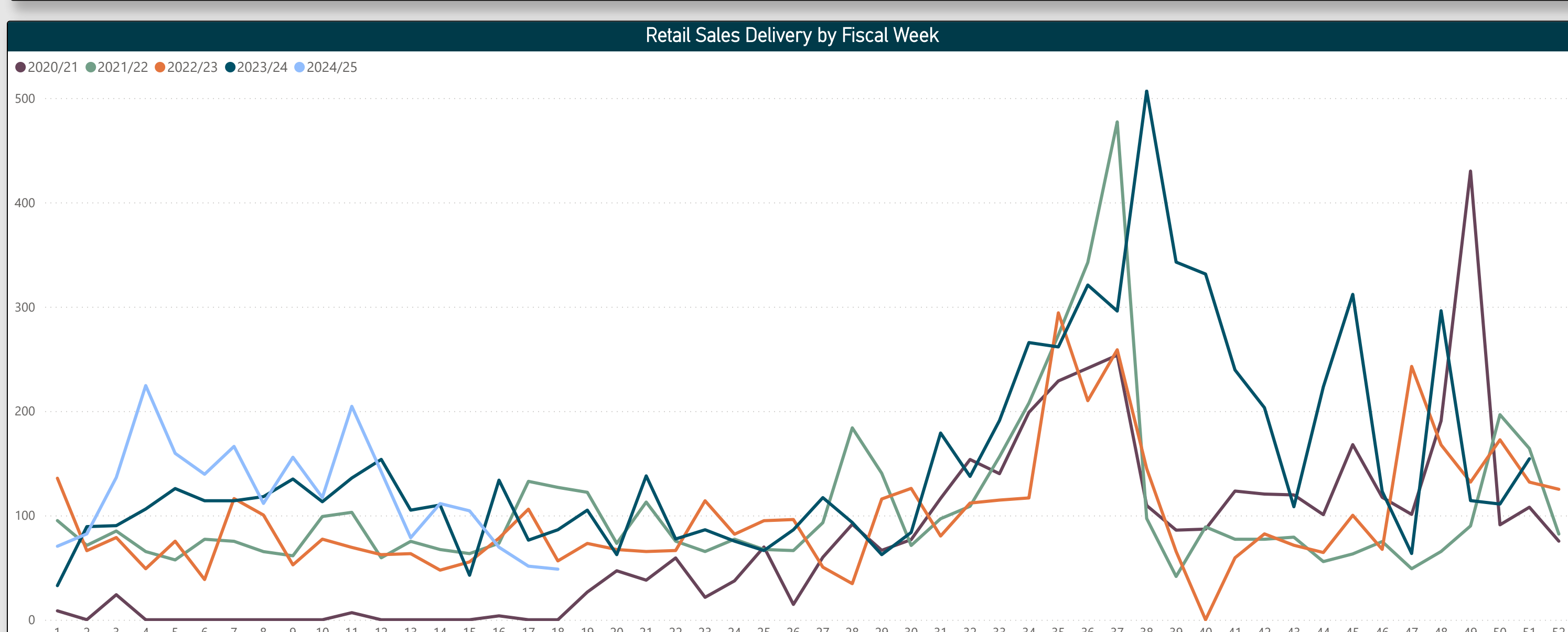
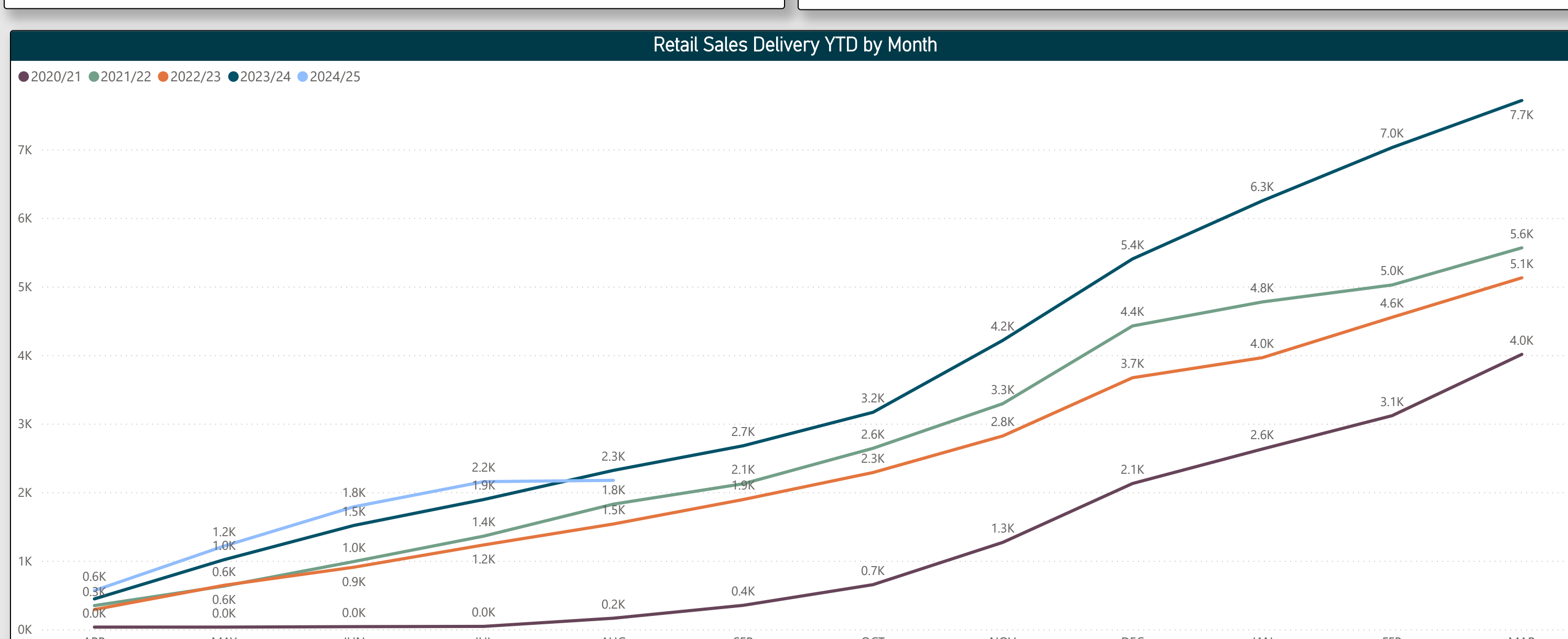
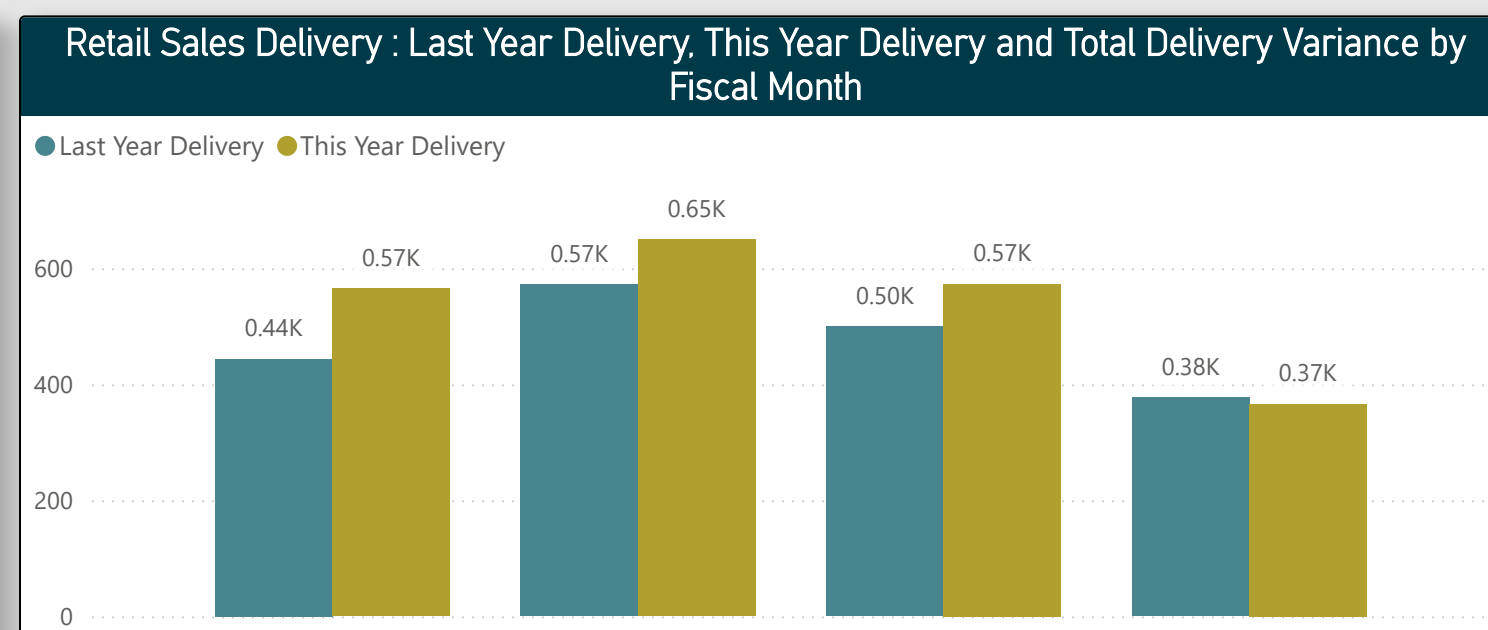
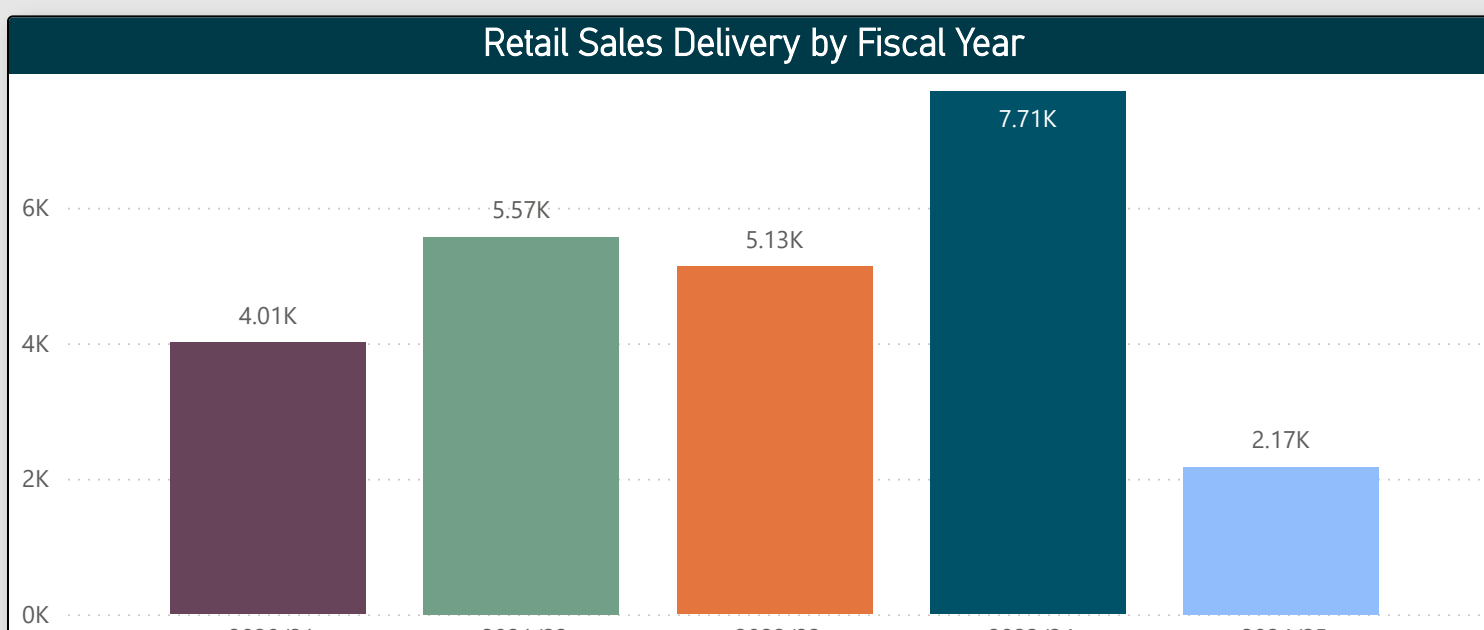
Retail Sales



Retail Sales Excluding Delivery



Retail Sales Delivery



Period 1: Date 7/22/2024 to 7/28/2024

Period 2: Compare Date 7/15/2024 to 7/21/2024

Product Type	Total Order	Total Quantity	Customer Count	Total Net Sales
Tour	3	7	3	379.16
Tea Gift and Starter Packs	25	31	18	355.90
Earl Grey	20	24	10	325.26
Classic Tea	12	19	10	311.04
Breakfast Tea	20	24	13	306.77
Great British Tea	21	25	11	300.54
Afternoon Tea	18	19	8	216.81
Tea Trees	4	4	4	205.00
Green Tea	12	13	10	181.85
Infusion Sales	12	19	8	178.98
Specialist Tea	5	6	3	158.90
Jam	7	9	4	111.58
Honey	3	4	1	56.00
Iced Tea	9	20	6	33.67
Coffee	2	3	2	33.00
Chamomile	3	3	3	32.45
Hot Drinks	1	4	1	11.67
Hot Drinks	1	1	1	7.08
Total	98	235	57	3,165.66

Customer Name	Period 1 Sales Online	Period 2 Sales Online	Variance Sales Online
Wolfgang Ebert	162.18		↑ 162.18
RIVERSIDE COTTAGE	157.36		↑ 157.36
Ms Nicola Mason	150.00		↑ 150.00
Karen Bird	115.50		↑ 115.50
Elaine THE SECRET CUPBOARD	85.00		↑ 85.00
Mr Dean Donelan	77.20		↑ 77.20
Christopher Marks	76.00		↑ 76.00
Michael Mazour	63.49		↑ 63.49
Bridget Overton	55.95		↑ 55.95
Kevin Pointer	49.20		↑ 49.20

Product Name	Period 1 Sales Unit Sold	Period 1 Sales Online	Period 2 Sale Unit Sold	Variance Unit Sold	Variance Sales Online
English Breakfast - 25 Tea Bags	14	127.52	4	39.80	↑ 87.72
Earl Grey - 25 Tea Bags	12	103.56	8	78.69	↑ 24.86
Great British - 25 Tea Bags	12	108.21	3	29.85	↑ 78.36
Classic - 25 Tea Bags	11	108.27	7	69.11	↑ 39.16
Manuka Iced Tea	10	16.79	15	21.74	↓ -4.95
Afternoon Tea - 25 Tea Bags	9	88.31	11	94.53	↓ -6.21
House Keeper's Biscuits - 200g Biscuits Box	8	28.70	4	13.33	↑ 15.38
Kea Plum Jam - 113g	8	59.63	2	15.90	↑ 43.73
Great British Loose Tea Caddy	7	67.50	6	66.89	↑ 0.61
River Garden Loose	7	379.16	2	108.33	↑ 270.83
Afternoon Loose Tea Caddy	6	45.00	3	33.75	↑ 11.25
Black Tea Selection Box	6	24.75	2	9.00	↑ 15.75
Earl Grey Iced Tea	6	10.08	3	5.23	↑ 4.85
Earl Grey Loose Tea Caddy	6	56.25	2	22.50	↑ 33.75
Green Loose Tea Caddy	6	67.50	2	22.19	↑ 45.31
Total	128	1,291.25	74	630.83	660.41

Department	Current Year MTD	Last Year MTD	Variance
Honey	42.00		↑ 42.00
New Products	124.93		↑ 124.93
Tea	1,547.72	2,377.08	↓ -829.36
Total	1,714.65	2,377.08	-662.43

Department	Current Year YTD	Last Year YTD	Variance
Honey	2,744.77		↑ 2,744.77
Hospitality	1,974.25		↑ 1,974.25
New Products	4,289.90	367.98	↑ 3,921.92
Tea	58,202.89	54,223.44	↑ 3,979.45
Total	67,211.81	54,991.42	12,620.39

Period 1 Period 2
 Date: 7/22/2024 - 7/28/2024 Compare Date: 7/15/2024 - 7/21/2024

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Retail Material Margin per month

FY	Fiscal Month Name	Revenue £	Margin £	Margin %	
2023/24	AUG	6,053	5,854	96.71%	
	SEP	12,308	12,043	97.85%	
	OCT	11,858	10,910	92.01%	
	NOV	18,771	16,782	89.41%	
	DEC	30,621	28,023	91.52%	
	JAN	6,613	5,659	85.57%	
	FEB	9,986	8,576	85.88%	
	MAR	10,576	9,020	85.29%	
	Total	106,785	96,868	90.71%	
2024/25	APR	19,684	16,530	83.98%	
	MAY	13,408	11,522	85.94%	
	JUN	20,650	16,640	80.58%	
	JUL	11,755	9,901	84.23%	
	AUG	1,715	1,442	84.13%	
		Total	8,429	7,146	84.78%
	Total		25,015	22,593	90.32%

Lowest 10 Product Margins by Retail Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
Green - 25 Tea Bags	8.28	83.22%				
Janinna Scarrott	8.28	83.22%			8.28	83.22%
Anastasiia Adeeva	0.00	0.00%			0.00	0.00%
Peppermint - 25 Tea Bags	8.23	82.71%				
Wolfgang Ebert	8.23	82.71%			8.23	82.71%
Logs	7.08	100.00%				
RIVERSIDE COTTAGE	7.08	100.00%			7.08	100.00%
Tea Measuring Spoon - 5 ml	7.00	56.00%				
Kevin Pointer	3.50	56.00%			3.50	56.00%
Sandra Dawson	3.50	56.00%			3.50	56.00%
Manuka Iced Tea	6.33	53.70%				
.	2.66	53.20%			2.66	53.20%
Michael Mazour	0.96	55.18%			0.96	55.18%
Graham Webber	0.93	54.43%			0.93	54.43%
AERA JO	0.89	53.29%			0.89	53.29%
Patrycja A.Miss Nasiadka	0.89	53.29%			0.89	53.29%
Classic Iced Tea	1.67	32.65%				
Michael Mazour	0.59	33.93%			0.59	33.93%
Graham Webber	0.56	32.82%			0.56	32.82%
AERA JO	0.52	31.14%			0.52	31.14%
Earl Grey Iced Tea	1.11	32.56%				
Michael Mazour	0.59	33.93%			0.59	33.93%
AERA JO	0.52	31.14%			0.52	31.14%
Manuka - 100 Tea Bags (wrapped)	0.00	0.00%				
Lady Falmouth	0.00	0.00%			0.00	0.00%
Red Berry - 100 Tea Bags (wrapped)	0.00	0.00%				
Lady Falmouth	0.00	0.00%			0.00	0.00%
Trio of Tea Bushes and Tray Gift Set	0.00	0.00%	42.14	93.64%	-42.14	-93.64%
Sarah Spreadborough	0.00	0.00%	42.14	93.64%	-42.14	-93.64%
Total	39.71	66.39%	42.14	93.64%	-2.43	-27.25%

Highest 10 Product Margins by Retail Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
River Garden Tour	216.66	100.00%				
RIVERSIDE COTTAGE	108.33	100.00%			108.33	100.00%
Wolfgang Ebert	108.33	100.00%			108.33	100.00%
12 Tea Bushes Gift Set	147.50	98.33%				
Ms Nicola Mason	147.50	98.33%			147.50	98.33%
Classic - 100 Pyramid Bags	75.92	84.41%				
Bridget Overton	38.99	84.76%			38.99	84.76%
Michael Mazour	36.93	84.05%			36.93	84.05%
Tea Bush and Care Notes Gift Set	73.95	98.60%				
Kelvin Smith	14.79	98.60%			14.79	98.60%
Luke Skerritt	14.79	98.60%			14.79	98.60%
Mr & Mrs Bath	14.79	98.60%			14.79	98.60%
Mr D J Collins	14.79	98.60%			14.79	98.60%
Taro Kili	14.79	98.60%			14.79	98.60%
Breakfast Tea 100 Tea Bags	71.18	92.44%				
Iain Roberts	35.59	92.44%			35.59	92.44%
Karen Bird	35.59	92.44%			35.59	92.44%
English Breakfast - 25 Tea Bags	70.45	89.17%				
Chris Cooper	26.64	89.25%			26.64	89.25%
Cheryl Hudson	8.88	89.25%			8.88	89.25%
Kevin Coster	8.88	89.25%			8.88	89.25%
Louise Owen	8.88	89.25%			8.88	89.25%
Roger Palmer	8.88	89.25%			8.88	89.25%
Graham Webber	8.29	88.57%			8.29	88.57%
Classic - 25 Tea Bags	69.46	88.57%				
Mary Jarrett	35.32	88.74%			35.32	88.74%
Graham Webber	16.48	88.04%			16.48	88.04%
Bridget Overton	8.83	88.74%			8.83	88.74%
Steve Bragg	8.83	88.74%			8.83	88.74%
Classic - 100 Tea Bags	51.96	86.60%				
Christopher Marks	25.98	86.60%			25.98	86.60%
John Bolton	25.98	86.60%			25.98	86.60%
Green Loose Tea Caddy	50.10	89.07%				
Mr Dean Donelan	20.04	89.07%			20.04	89.07%
Maxine Levene	10.02	89.07%			10.02	89.07%
Steve Bragg	10.02	89.07%			10.02	89.07%
Susan Matthews	10.02	89.07%			10.02	89.07%
Great British - 100 Tea Bags	49.03	76.81%				
	49.03	76.81%			49.03	76.81%
Total	876.22	92.61%			876.22	92.61%

Retail Material Margin Top 10 Customers

Customer Name	Sales £	Material Margin £	Margin %	% of Overall Sales
	1,188.71	1,046.64	88.05%	55.77%
Wolfgang Ebert	162.18	153.62	94.72%	7.61%
RIVERSIDE COTTAGE	157.36	151.35	96.18%	7.38%
Ms Nicola Mason	150.00	147.50	98.33%	7.04%
Karen Bird	115.50	103.39	89.52%	5.42%
Elaine THE SECRET CUPBOARD	85.00	65.34	76.87%	3.99%
Mr Dean Donelan	77.20	65.66	85.05%	3.62%
Christopher Marks	76.00	64.13	84.38%	3.57%
Michael Mazour	63.49	51.49	81.10%	2.98%
Bridget Overton	55.95	47.82	85.47%	2.63%
Total	2,131.39	1,896.94	89.00%	100.00%

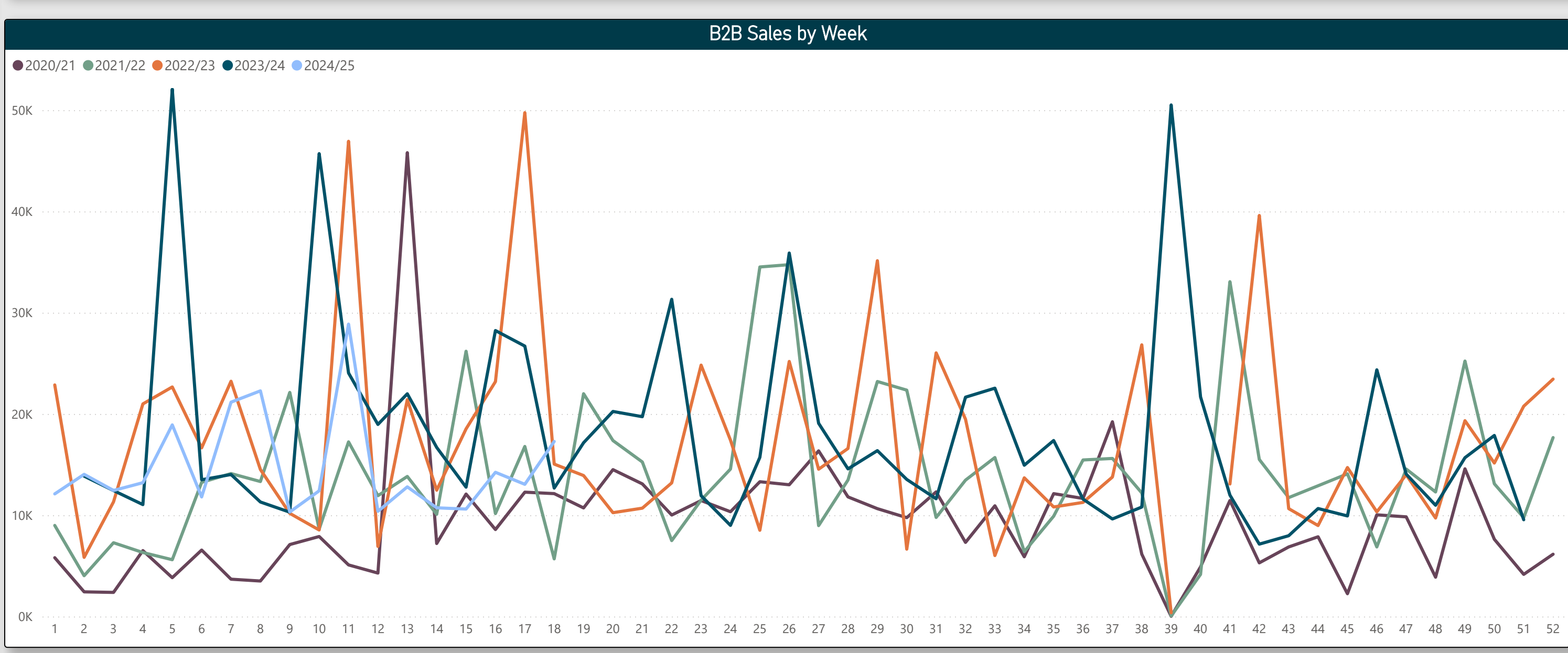
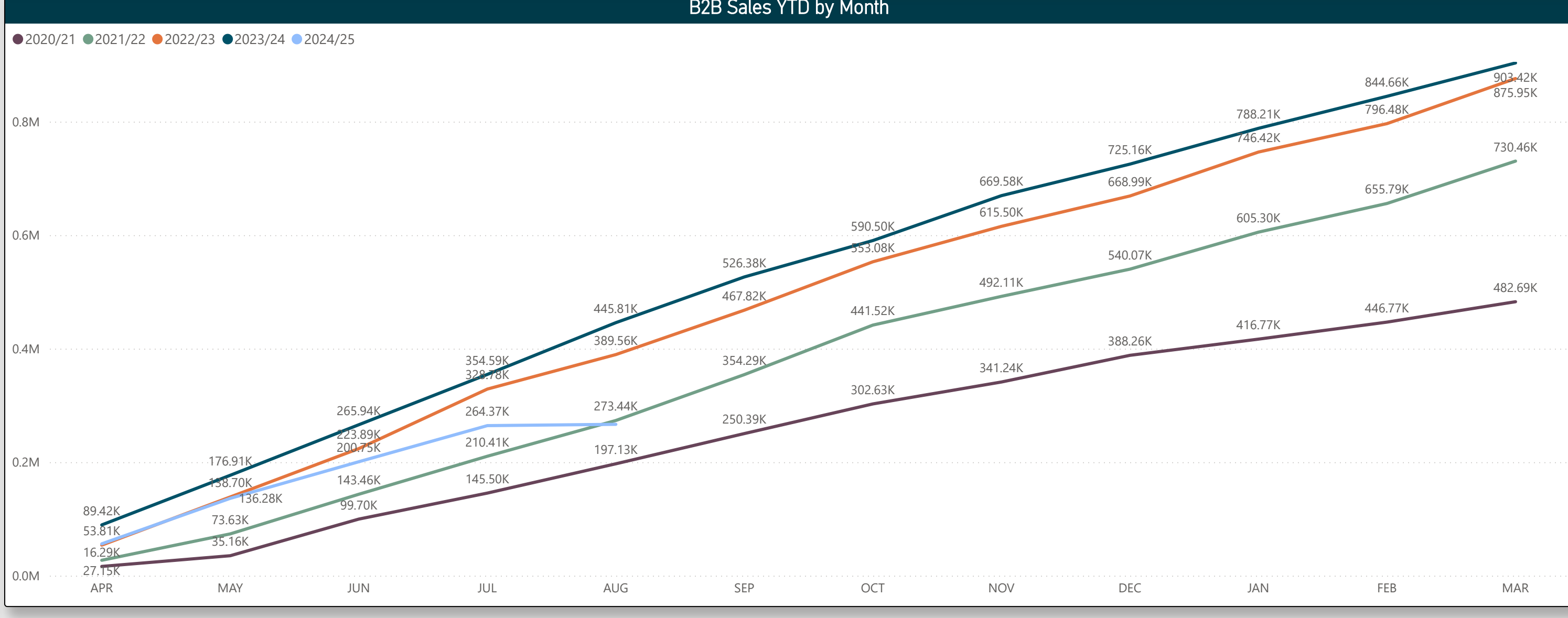
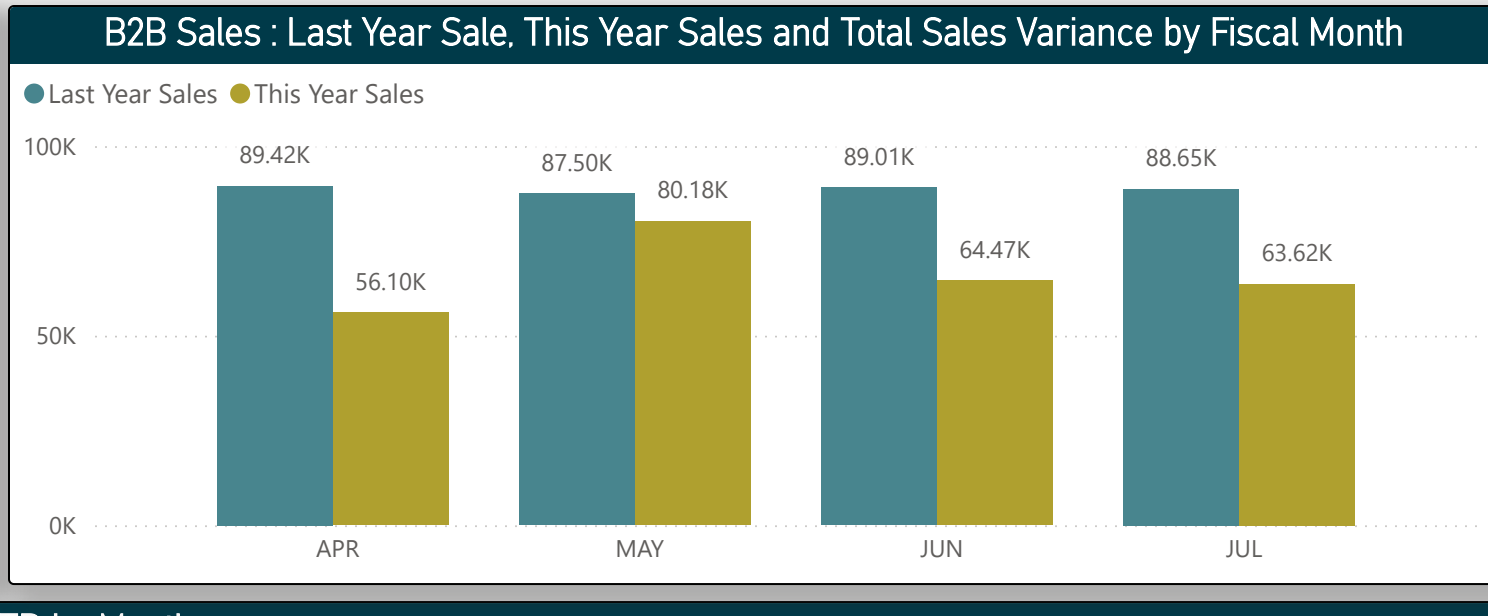
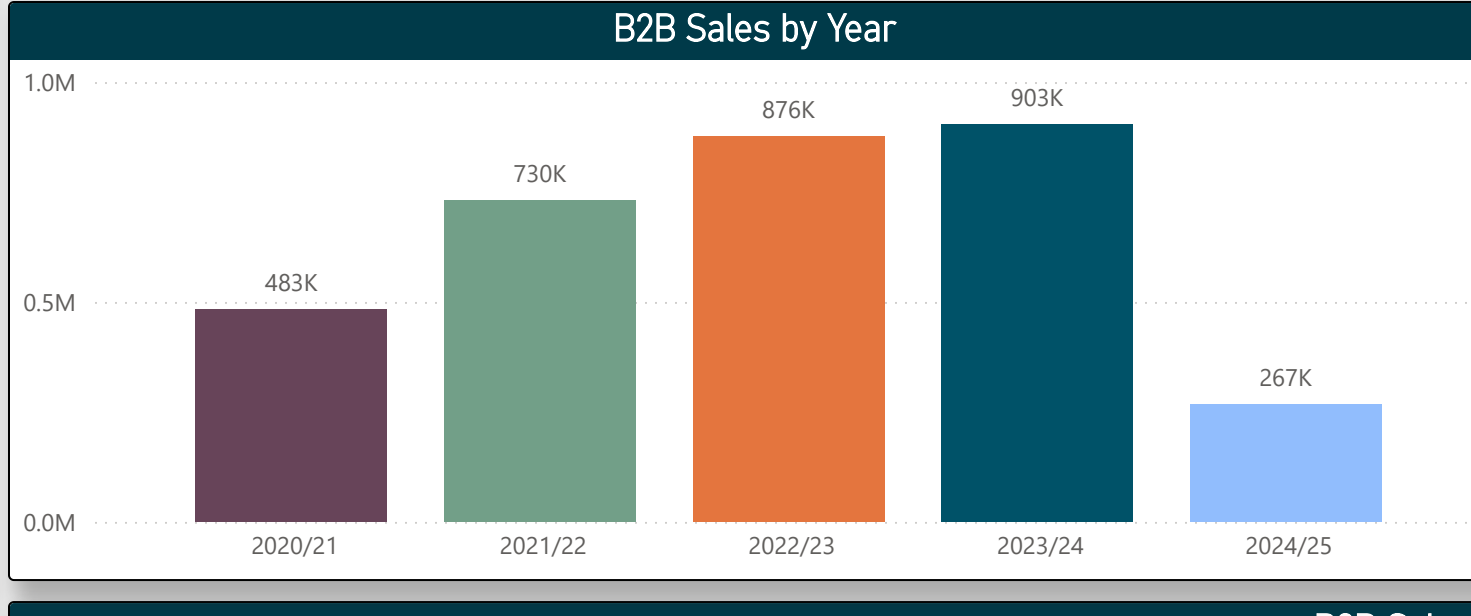
Sales for Period P&L **3,165.66**

Retail Material Margin Top 10 Products

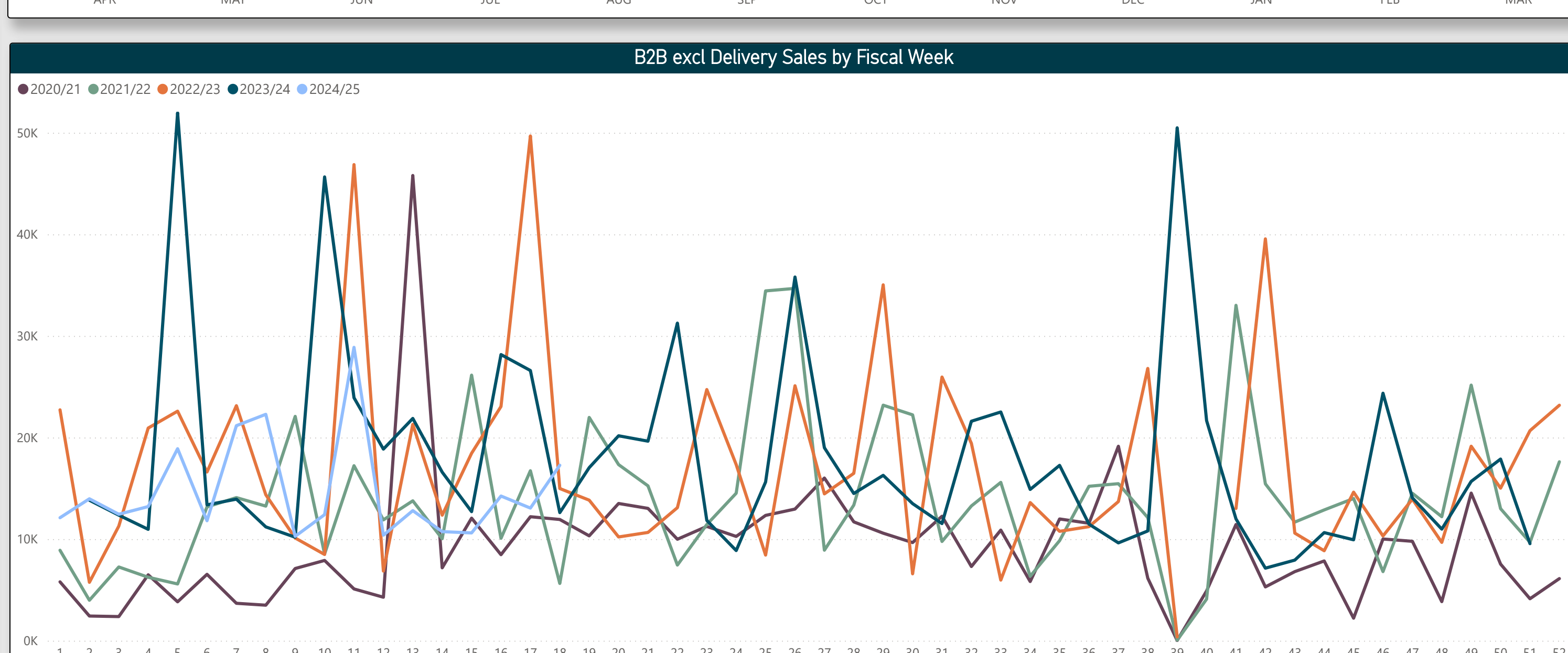
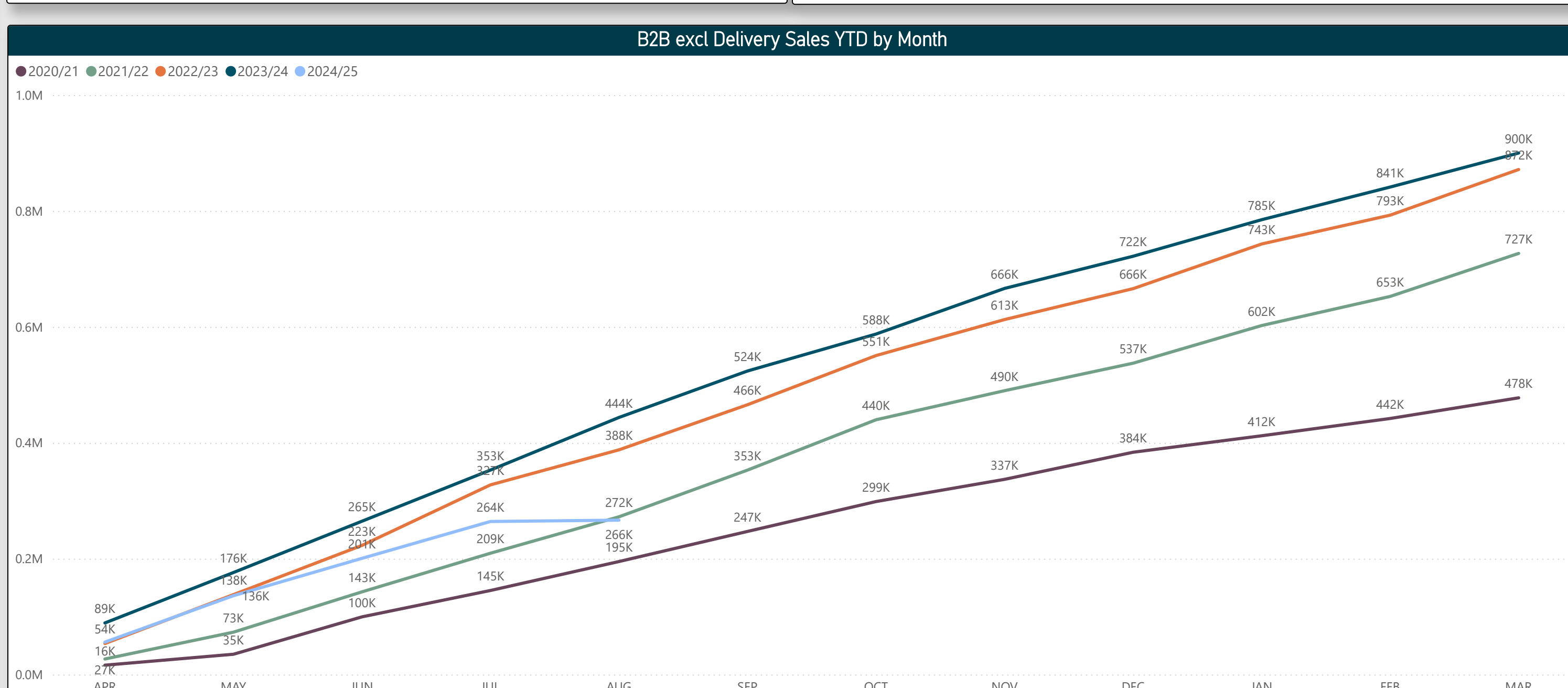
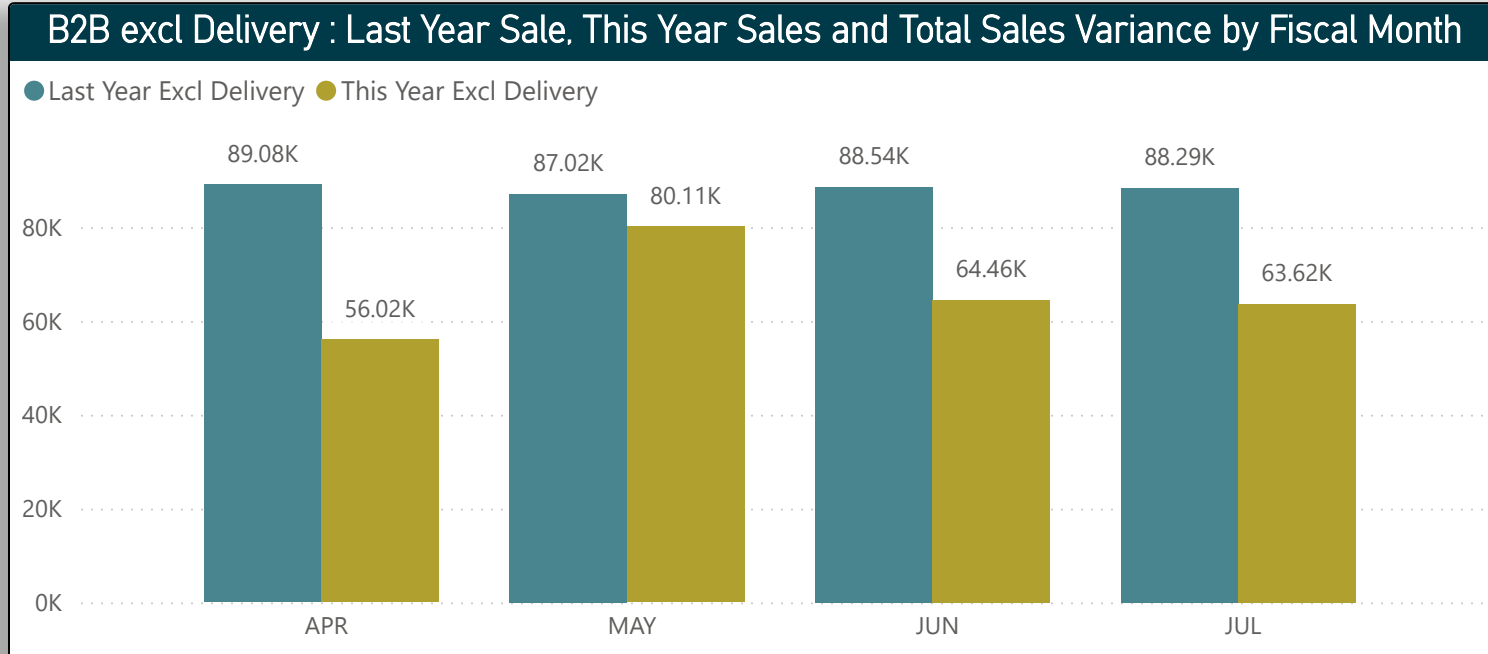
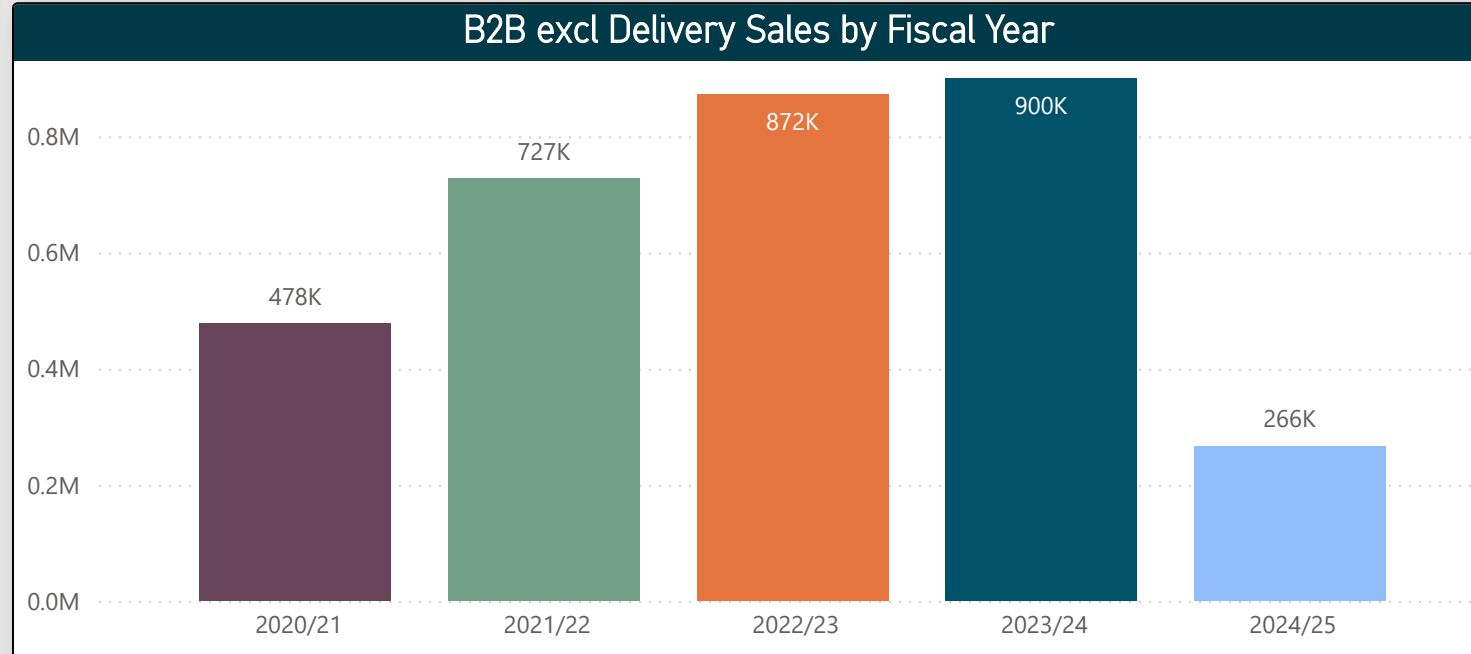
Product Name	Units	Sales £	Margin %	% of Quantity	% of Value
English Breakfast - 25 Tea Bags	14	127.52	89.09%	14.29%	11.72%
Earl Grey - 25 Tea Bags	12	103.56	87.89%	12.24%	9.52%
Great British - 25 Tea Bags	12	108.21	88.92%	12.24%	9.95%
Classic - 25 Tea Bags	11	108.27	88.62%	11.22%	9.95%
Manuka Iced Tea	10	16.79	53.55%	10.20%	1.54%
Afternoon Tea - 25 Tea Bags	9	88.31	87.26%	9.18%	8.12%
House Keeper's Biscuits - 200g Biscuits Box	8	28.70	51.95%	8.16%	2.64%
Kea Plum Jam - 113g	8	59.63	100.00%	8.16%	5.48%
Great British Loose Tea Caddy	7	67.50	89.87%	7.14%	6.21%
River Garden Tour	7	379.16	100.00%	7.14%	34.86%
Total	98	1,087.66	91.68%	100.00%	100.00%

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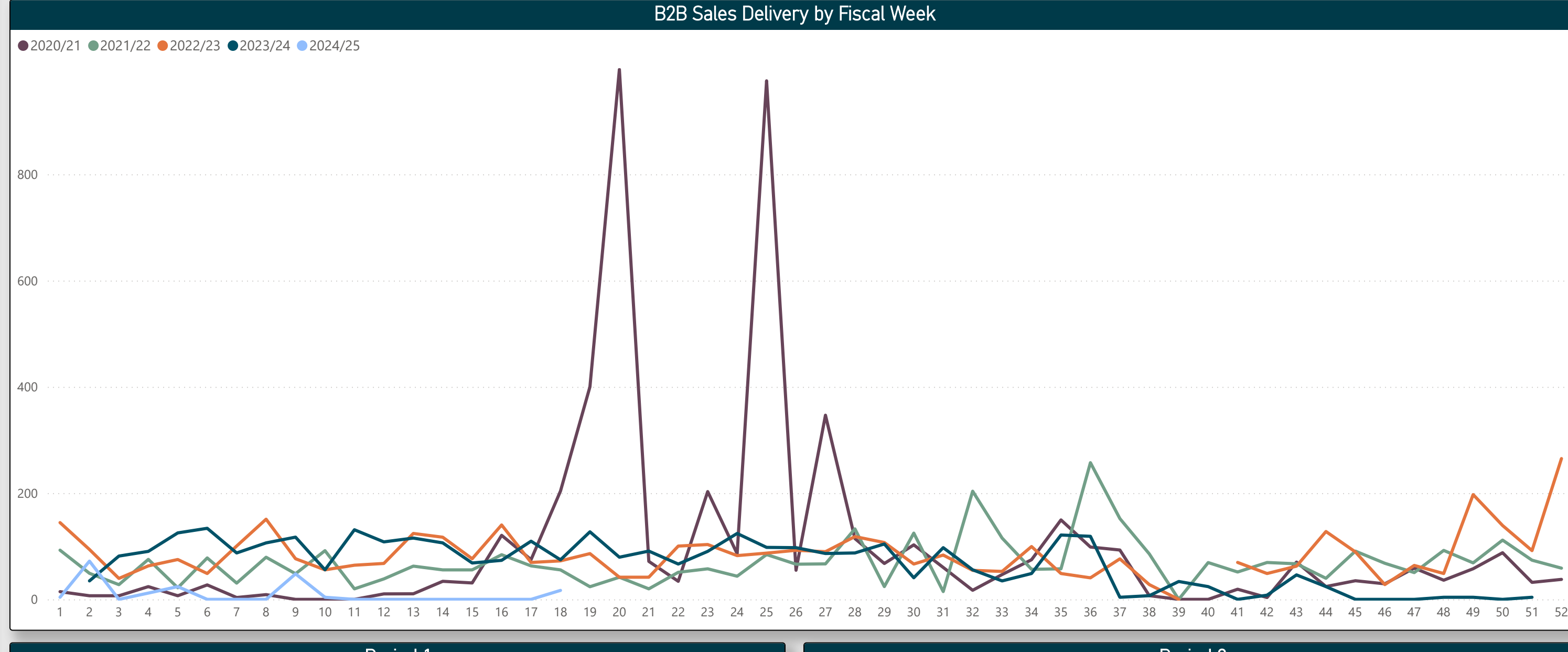
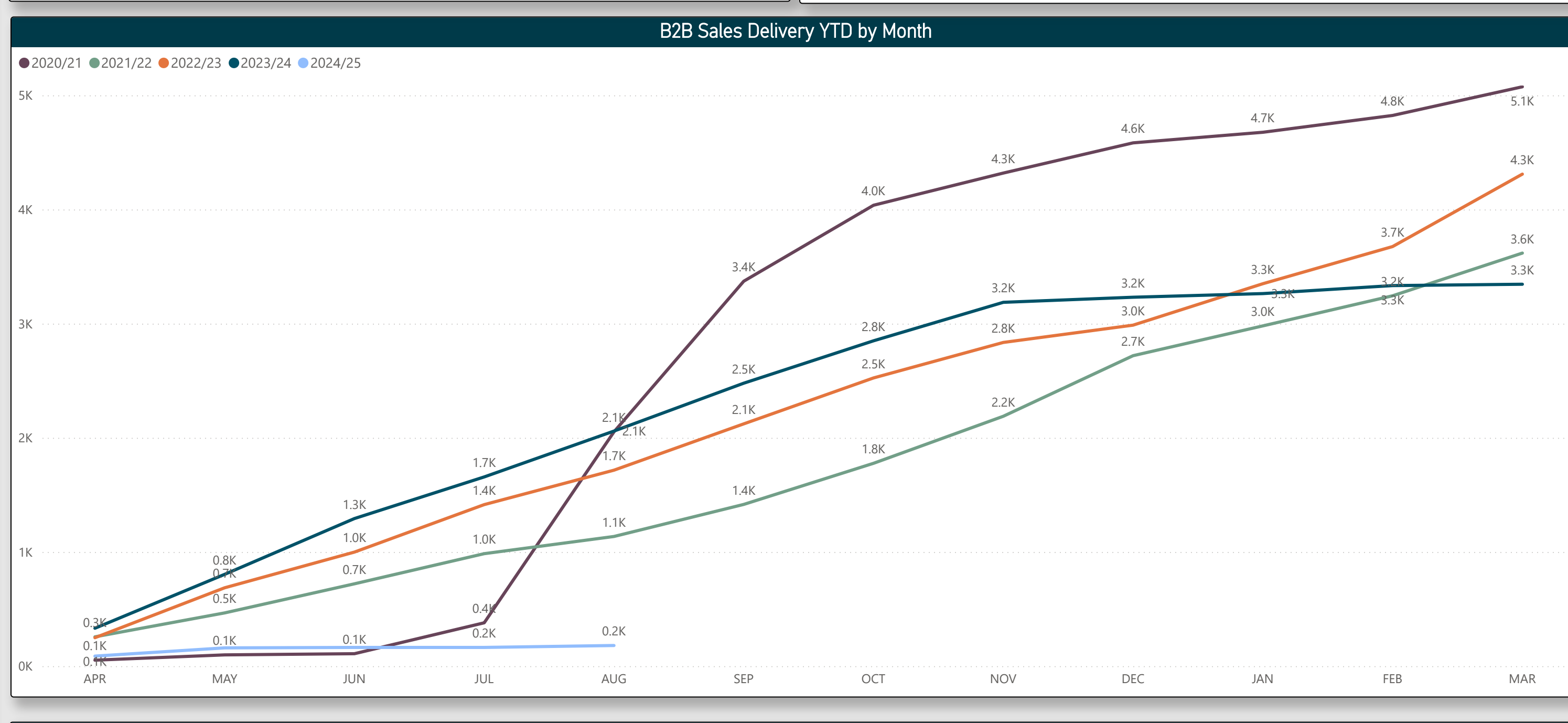
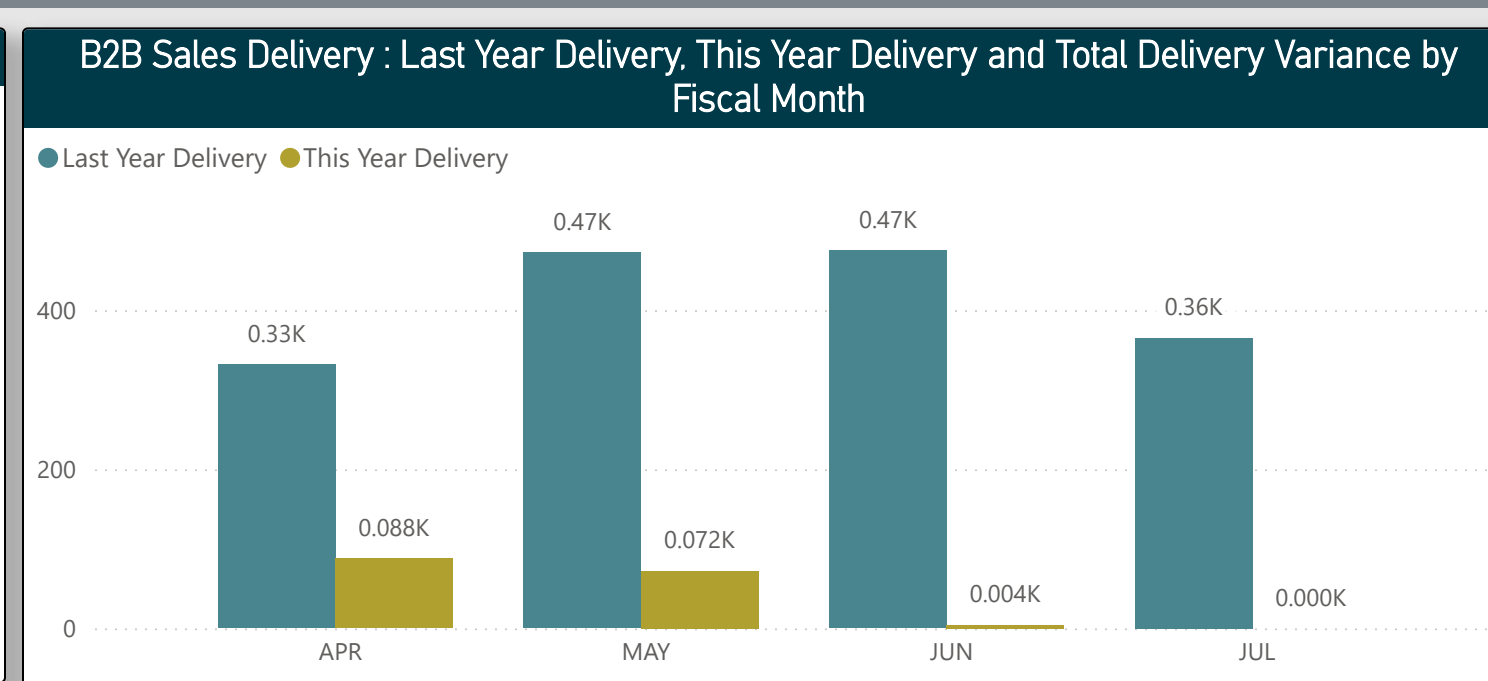
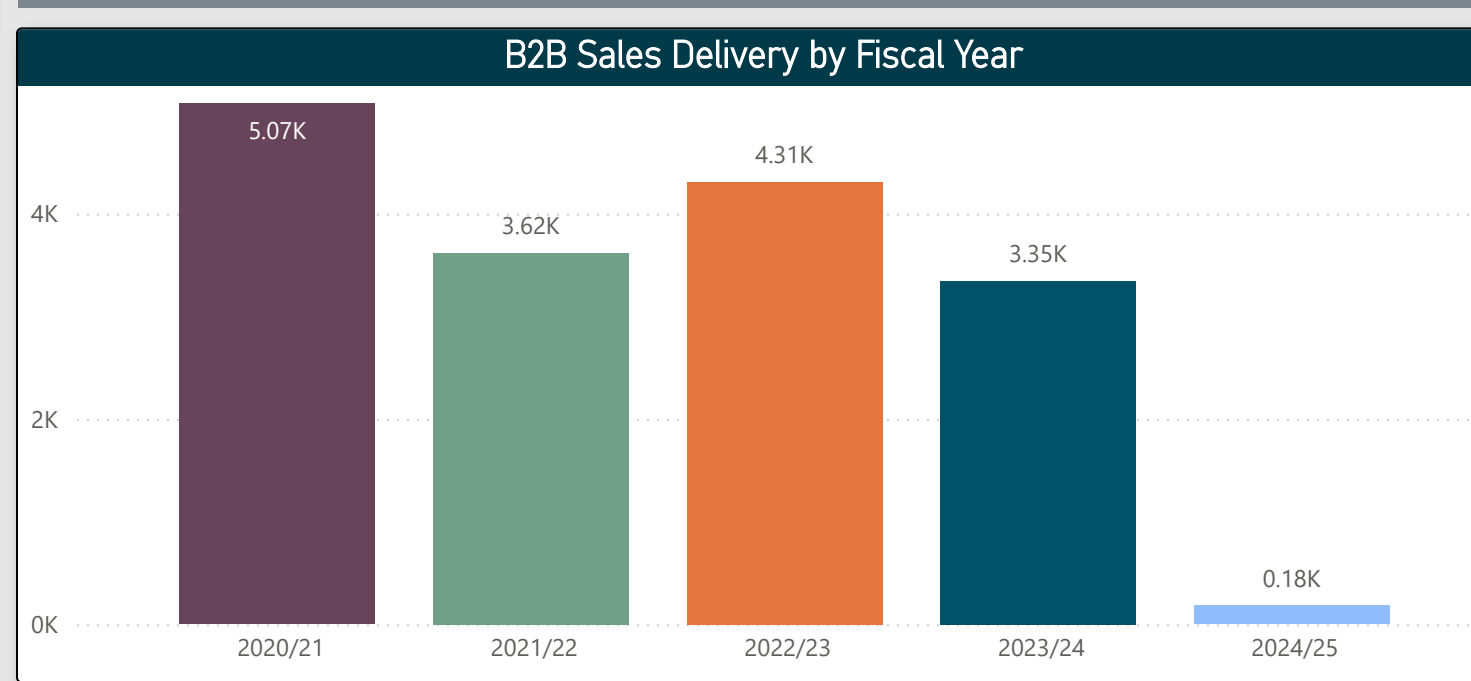
B2B Sales



B2B Sales Excluding Delivery



B2B Sales Delivery



Period 1: 7/22/2024 to 7/28/2024

Compare Date: 7/15/2024 to 7/21/2024

Product Type	Total Order	Total Quantity	Customer Count	Total Net Sales
Infusion Sales	14	187	14	2,799.66
Earl Grey	15	175	14	1,694.88
Tour	3	36	2	1,674.67
Classic Tea	8	116	7	1,663.36
Breakfast Tea	12	74	12	1,531.11
Great British Tea	9	93	9	1,494.17
Iced Tea	6	408	6	590.00
Afternoon Tea	8	73	8	569.64
Green Tea	10	28	10	411.86
Specialist Tea	5	17	5	297.08
Tea Gift and Starter Packs	5	65	5	165.60
Chamomile	4	10	4	137.19
Jam	1	4	1	22.00
	1	5	1	0.00
Total	37	1,291	34	13,051.22

Company Name	Period 1 Sales Online	Period 2 Sales Online	Variance Sales Online
Plough To Plate	2,364.75	985.50	1,379.25
Edward James Foundation- West Dean College	1,480.00		1,480.00
Fortnum & Mason Plc	1,200.00		1,200.00
Emily Estate (UK) Limited	1,009.67		1,009.67
Savills	840.00		840.00
Back Roads Touring Co Ltd	665.00	855.00	-190.00
Teacup Teatour	572.00		572.00
Blacks Corner Trading Company Ltd	472.00		472.00
Selfridges & Co	388.80		388.80
Burford Garden Company	347.10		347.10

Product Name	Period 1 Unit Sold	Period 1 Sales Online	Period 2 Unit Sold	Period 2 Sales Online	Variance Unit Sold	Variance Sales Online
Peppermint - 250g Loose Tea	93	1,746.00	1	42.00	92	1,704.00
Earl Grey - 100 Tea Bags (wrapped)	50	916.90	29	329.36	21	587.54
Classic - 100 Tea Bags (wrapped)	46	876.00	19	468.80	27	407.20
Great British - 100 Tea Bags	43	719.00	15	184.50	28	534.50
English Breakfast - 250g Loose Tea	23	742.00	18	540.00	5	202.00
English Breakfast Tea - 100 Pyramid Bags	22	463.00	12	266.00	10	197.00
River Garden Tea Tour, Tasting	22	1,009.67	22	1,009.67	0	0.00
Great British - 100 Tea Bags (wrapped)	21	423.10	3	78.00	18	345.10
River Garden Tea tour, Tasting with Cream	14	665.00	18	855.00	-4	-190.00
Tea	10	420.00	48	1,764.00	-38	-1,344.00
Total	344	7,980.67	163	4,527.66	181	3,453.01

Department	Period 1 Sales Online	Period 2 Sales Online	Variance Sale Online
Honey	50.00		-50.00
Hospitality	1,674.67	985.00	689.67
New Products	22.00	132.00	-110.00
Tea	11,354.55	13,070.17	-1,715.62
Total	13,051.22	14,237.17	-1,185.96

Department	Current Year MTD	Last Year MTD	Variance
Honey	200.00		200.00
Tea	2,075.33	8,886.48	-6,811.15
Total	2,275.33	8,886.48	-6,611.15

Department	Current Year YTD	Last Year YTD	Variance
Cornish Woods		30,048.18	-30,048.18
Honey	2,661.30		2,661.30
Hospitality	23,110.50		23,110.50
New Products	10,750.62	6,846.63	3,903.99
Tea	229,957.08	326,305.81	-96,348.73
Total	266,479.50	363,200.62	-96,721.13

Period 1

Date: 7/22/2024 - 7/28/2024

Period 2

Compare Date: 7/15/2024 - 7/21/2024

- Weekly Sales Report
- Retail Sales
- Retail Material Margin...
- B2B Sales
- B2B Material Margin...
- Total Sales
- Retail + B2B Material...
- Export MTD and YTD

B2B Material Margin per month

FY	Fiscal Month Name	Revenue £	Margin £	Margin %
2023/24	AUG	49,685	49,272	99.17%
	SEP	80,153	79,380	99.04%
	OCT	63,746	63,013	98.85%
	NOV	78,746	78,129	99.22%
	DEC	55,538	54,860	98.78%
	JAN	63,020	52,308	83.00%
	FEB	56,374	40,890	72.53%
2024/25	MAR	58,754	43,122	73.39%
	Total	499,269	454,512	91.04%
	APR	56,016	42,347	75.60%
	MAY	80,106	64,757	80.84%
	JUN	64,463	46,668	72.40%
	JUL	63,620	48,002	75.45%
	AUG	2,275	1,664	73.13%
Total	19,933	13,854	69.51%	
Total	30,168	23,528	77.99%	

Lowest 10 Product Margins by B2B Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
Classic Tea - 15 Pyramid Bags	15.30	80.02%				
Truro City Council	15.30	80.02%				
Red Berry - 15 Pyramid Bags	14.72	76.99%				
Truro City Council	14.72	76.99%				
Green Loose Tea Caddy	12.52	83.58%				
Truro City Council	12.52	83.58%				
Lemon Verbena - 25 Tea Bags	10.96	80.71%				
Truro City Council	10.96	80.71%				
Red Berry - 25 Tea Bags	10.58	77.91%				
Truro City Council	10.58	77.91%				
Earl Grey - 15 Pyramid Bags	7.81	81.69%				
Truro City Council	7.81	81.69%				
English Breakfast - 15 Pyramid Bags	6.07	73.58%				
Terry Herron COMPANY	6.07	73.58%				
Black Gift Box	0.00	0.00%				
Truro City Council	0.00	0.00%				
Herbal Tea Selection Box	0.00	0.00%	0.00	0.00%	0.00	0.00%
Sample Account	0.00	0.00%	0.00	0.00%	0.00	0.00%
Luxury Gift Bag	0.00	0.00%				
Truro City Council	0.00	0.00%				
Total	77.96	79.40%	0.00	0.00%	77.96	79.40%

Highest 10 Product Margins by B2B Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
River Garden Tea Tour, Tasting	1,009.67	100.00%				
Emily Estate (UK) Limited	1,009.67	100.00%				
Earl Grey - 100 Tea Bags (wrapped)	760.40	82.93%				
Edward James Foundation- West Dean College	337.40	84.35%				
Plough To Plate	297.40	82.61%				
The Old Coastguard Hotel	45.74	87.96%				
Rail Gourmet Plymouth	37.02	66.34%				
Sara's Tea Garden	22.87	87.96%				
Hazel Bank Country House Hotel	19.97	86.45%				
Classic - 100 Tea Bags (wrapped)	732.48	83.62%				
Plough To Plate	595.20	82.67%				
The Old Coastguard Hotel	91.52	88.00%				
Blacks Corner Trading Company Ltd	45.76	88.00%				
River Garden Tea tour, Tasting with Cream Tea	665.00	100.00%	855.00	100.00%	-190.00	0.00%
Back Roads Touring Co Ltd	665.00	100.00%	855.00	100.00%	-190.00	0.00%
English Breakfast - 250g Loose Tea	633.44	85.37%				
Savills	372.80	88.76%				
Teacup Tearoom	111.84	88.76%				
Bespoke Food Group - Breakspear	74.56	88.76%				
Goodwood - Kennels	74.24	66.29%				
Peppermint - 250g Loose Tea	570.48	32.67%				
Savills	293.60	69.90%				
Fortnum & Mason Plc	188.80	15.73%				
Peninsula London, LP	58.72	69.90%				
Bespoke Food Group - Breakspear	29.36	69.90%				
Great British - 100 Tea Bags	563.60	78.39%	0.00	0.00%	563.60	78.39%
Edward James Foundation- West Dean College	532.00	78.24%				
Hazel Bank Country House Hotel	31.60	81.03%				
Sample Account	0.00	0.00%	0.00	0.00%	0.00	0.00%
Classic - 250g Loose Tea	368.60	87.76%				
Blacks Corner Trading Company Ltd	368.60	87.76%				
Great British - 100 Tea Bags (wrapped)	361.57	85.46%				
Edward James Foundation- West Dean College	341.40	85.35%				
Hazel Bank Country House Hotel	20.17	87.32%				
English Breakfast Tea - 100 Pyramid Bags	358.94	77.52%				
The Walled Garden	178.62	86.29%				
Goodwood Motor Circuit - Jackie Stewart Pavilion	112.70	70.44%				
Goodwood - Kennels	67.62	70.44%				
Total	6,024.18	75.48%	855.00	100.00%	5,169.18	-24.52%

B2B Material Margin Top 10 Customers

Company Name	Sales £	Material Margin £	Margin %	% of Overall Sales
Plough To Plate	2,364.75	1,847.91	78.14%	19.68%
Edward James Foundation- West Dean College	1,480.00	1,210.80	81.81%	12.32%
Fortnum & Mason Plc	1,200.00	188.80	15.73%	9.99%
Emily Estate (UK) Limited	1,009.67	1,009.67	100.00%	8.40%
Savills	840.00	666.40	79.33%	6.99%
Back Roads Touring Co Ltd	665.00	665.00	100.00%	5.54%
Teacup Tearoom	572.00	499.18	87.27%	4.76%
Blacks Corner Trading Company Ltd	472.00	414.36	87.79%	3.93%
Selfridges & Co	388.80	247.32	63.61%	3.24%
Burford Garden Company	347.10	219.48	63.23%	2.89%
Total	9,339.32	6,968.92	74.62%	77.74%

Sales for Period P&L **13,051.22**

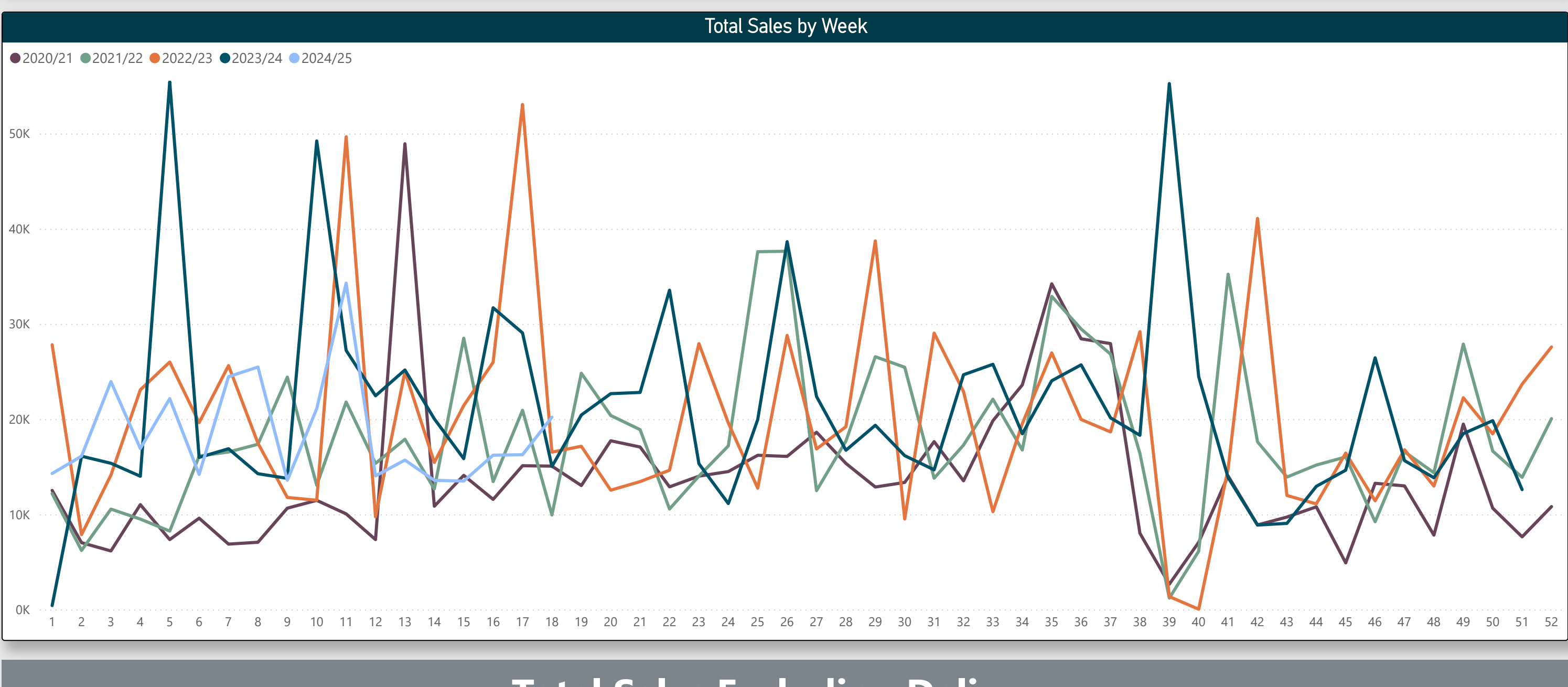
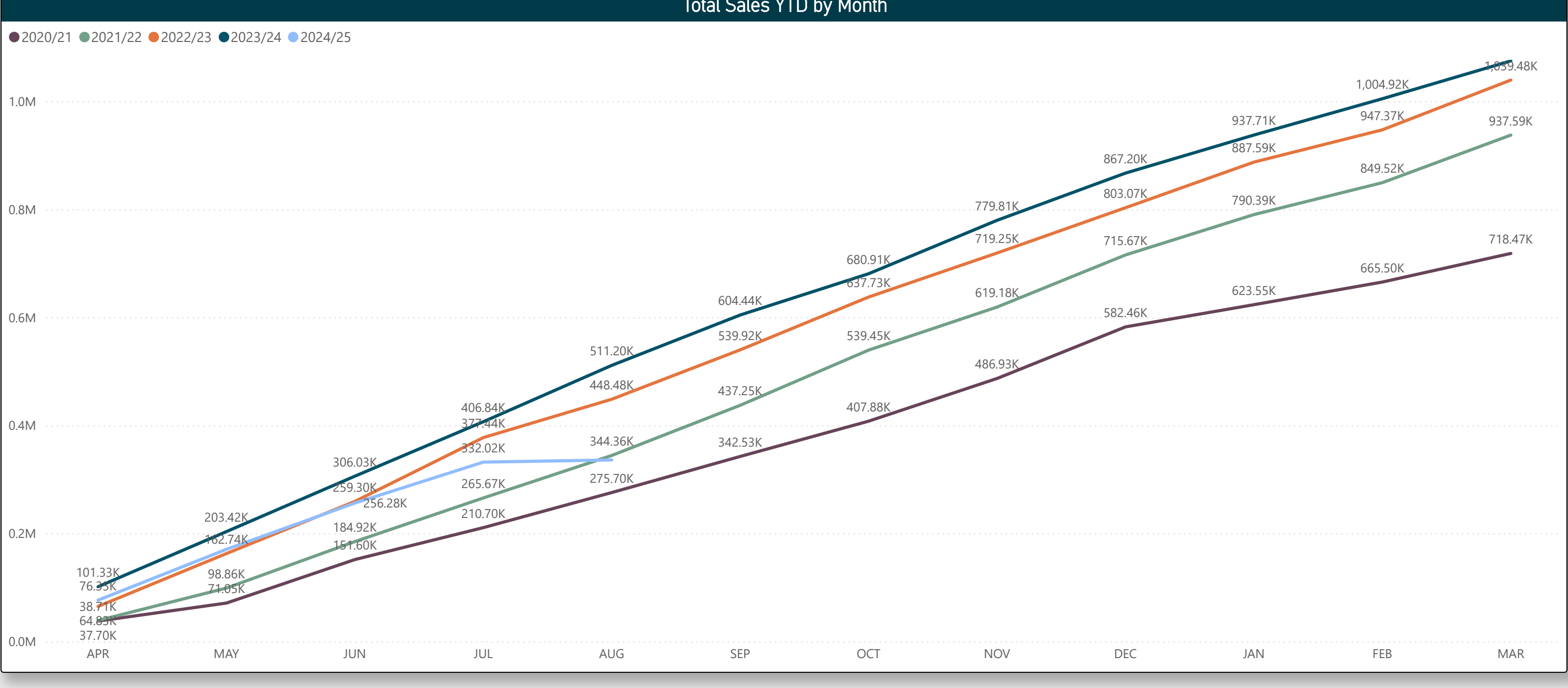
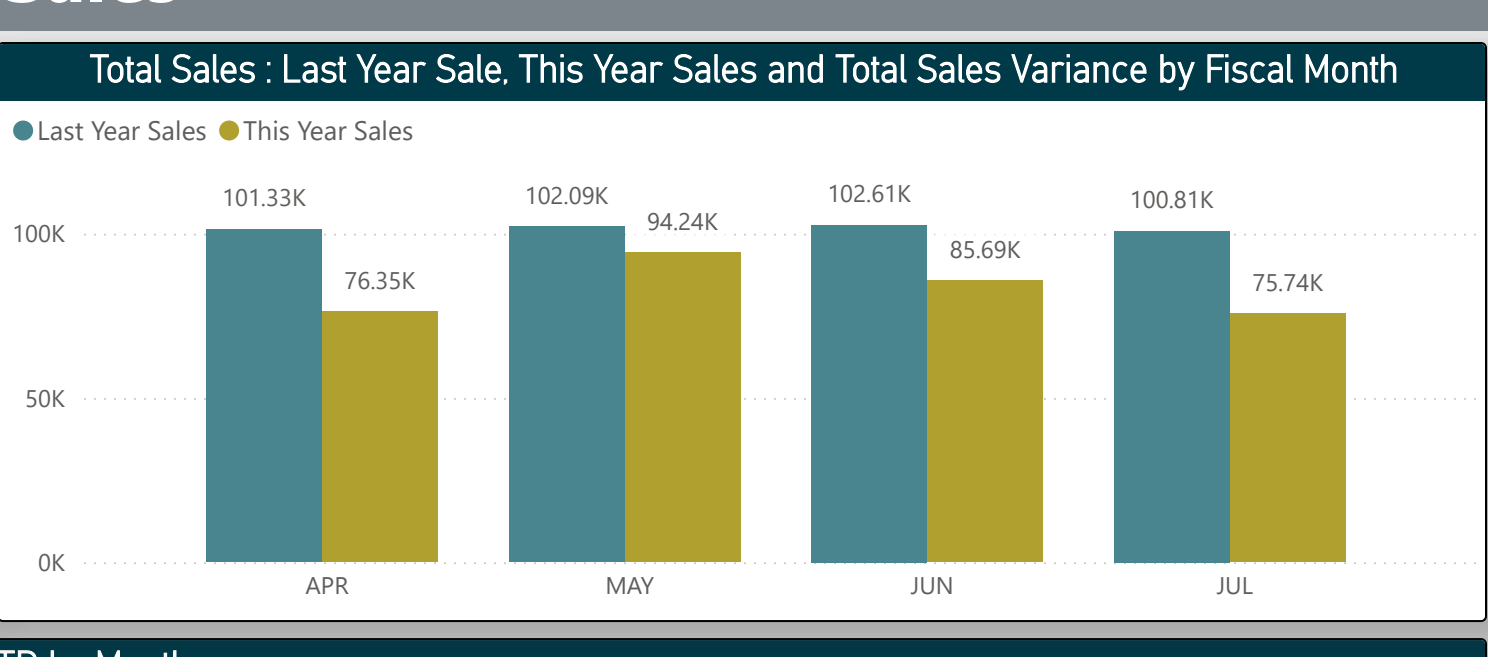
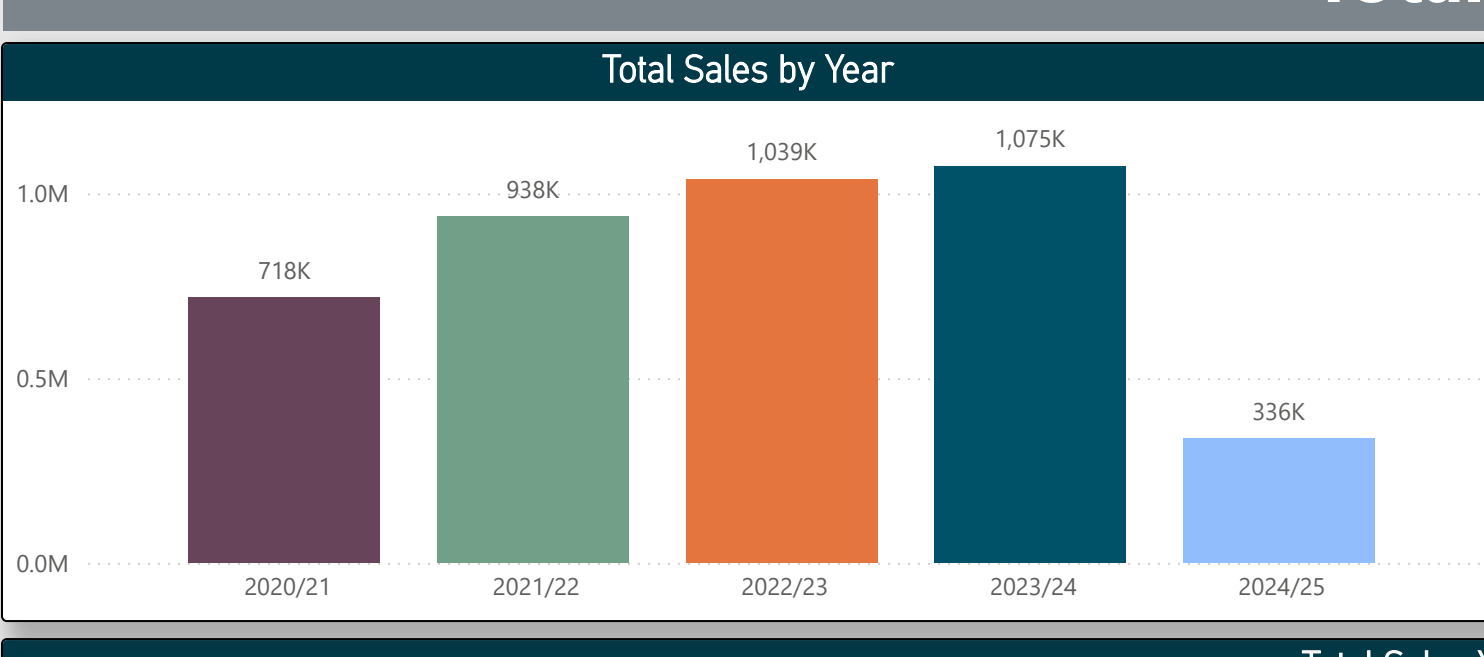
B2B Material Margin Top 10 Products

Product Name	Units	Sales £	Margin %	% of Quantity	% of Value
Peppermint - 250g Loose Tea	93	1,746.00	32.67%	27.03%	21.88%
Earl Grey - 100 Tea Bags (wrapped)	50	916.90	82.93%	14.53%	11.49%
Classic - 100 Tea Bags (wrapped)	46	876.00	83.62%	13.37%	10.98%
Great British - 100 Tea Bags	43	719.00	78.39%	12.50%	9.01%
English Breakfast - 250g Loose Tea	23	742.00	85.37%	6.69%	9.30%
English Breakfast Tea - 100 Pyramid Bags	22	463.00	77.52%	6.40%	5.80%
River Garden Tea Tour, Tasting	22	1,009.67	100.00%	6.40%	12.65%
Great British - 100 Tea Bags (wrapped)	21	423.10	85.46%	6.10%	5.30%
River Garden Tea tour, Tasting with Cream Tea	14	665.00	100.00%	4.07%	8.33%
Classic - 250g Loose Tea	10	420.00	87.76%	2.91%	5.26%
Total	344	7,980.67	75.48%	100.00%	100.00%

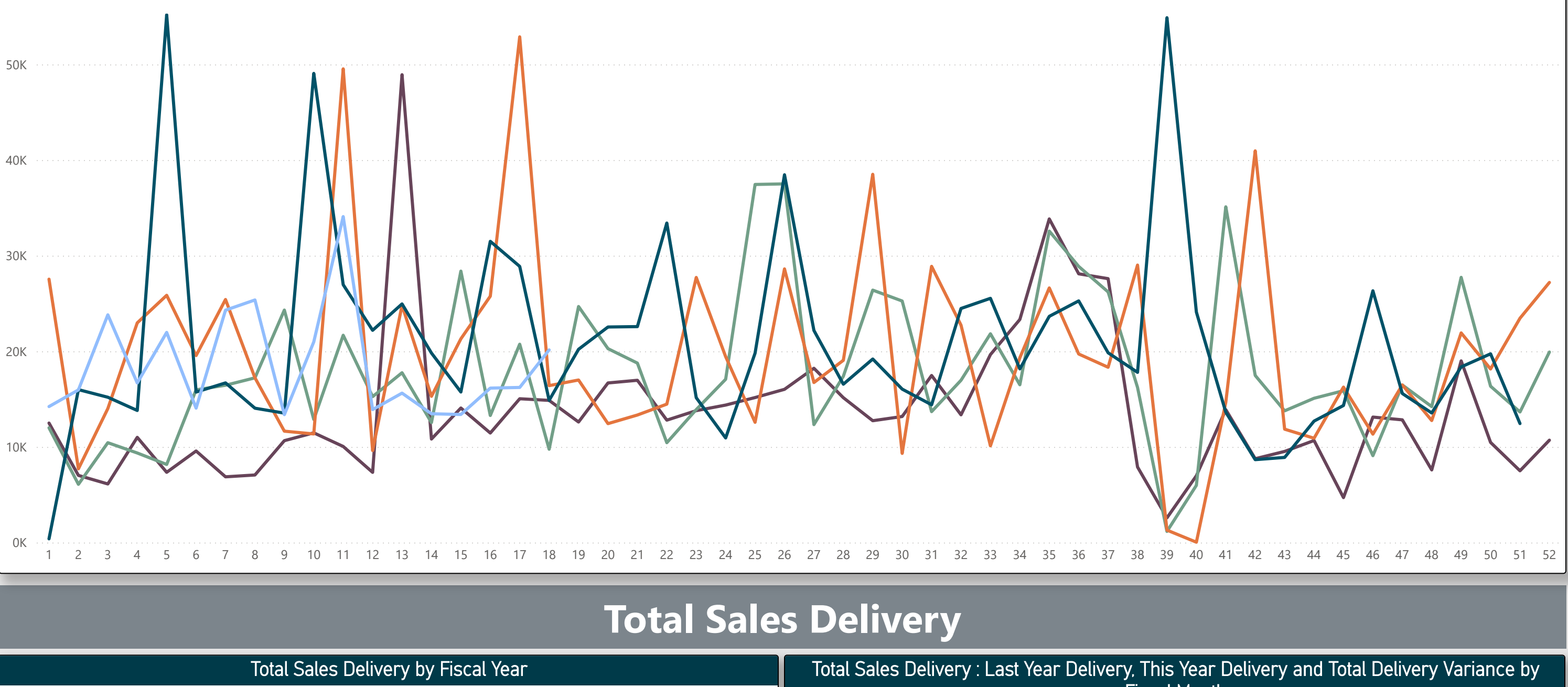
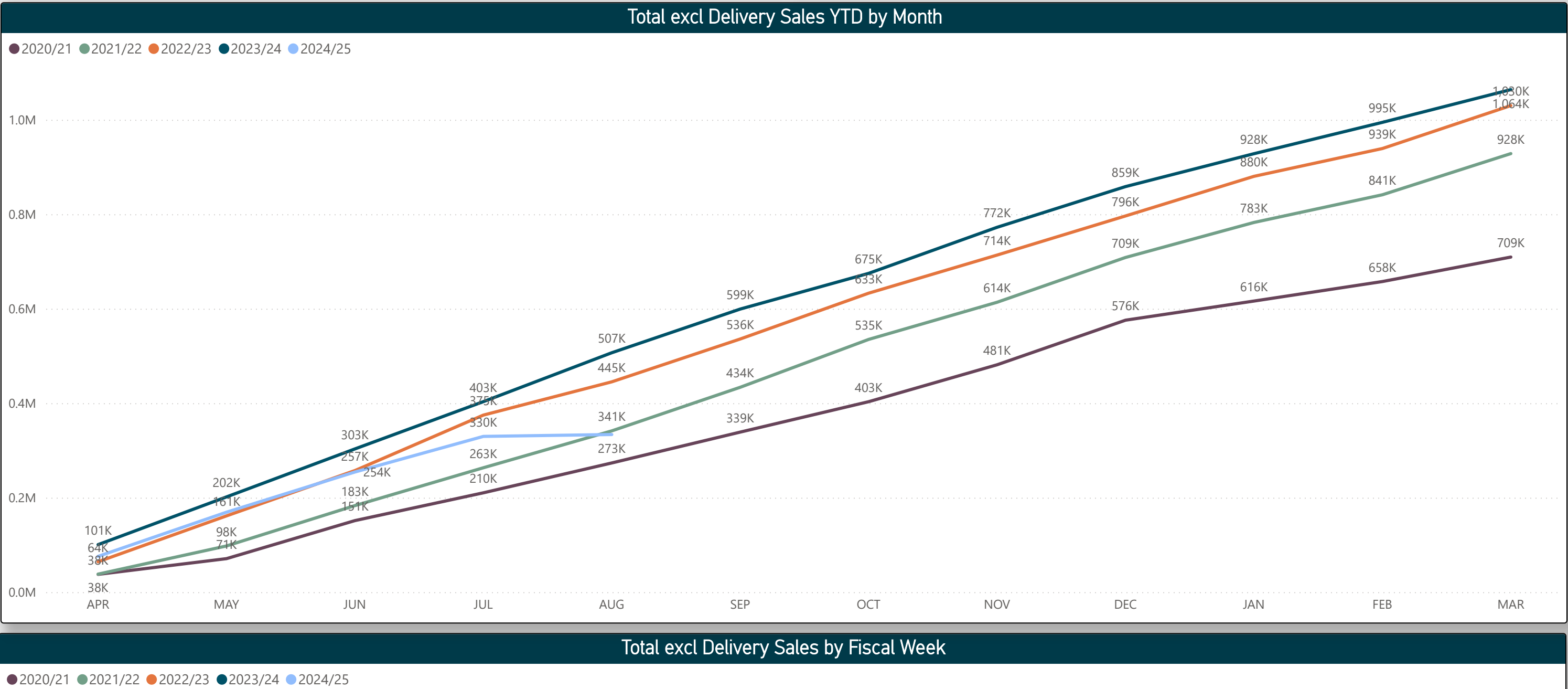
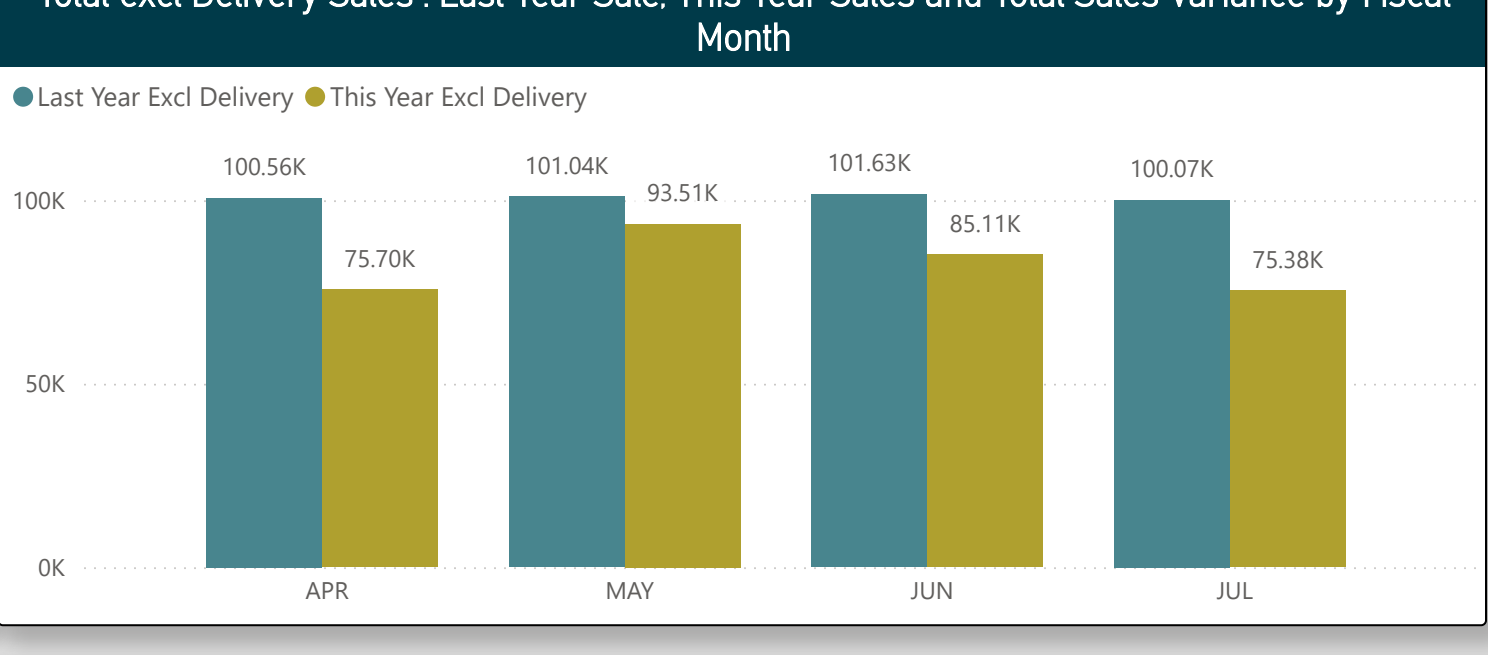
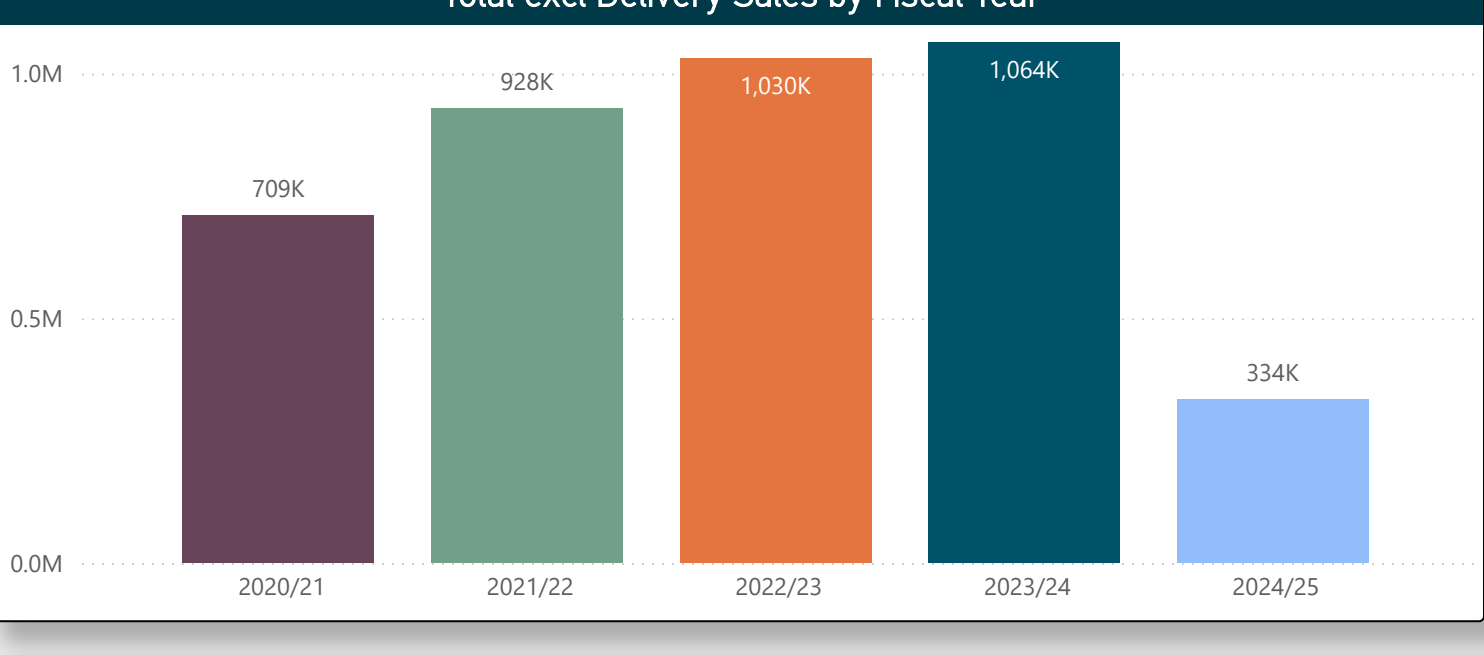
Totals for Period **1,291** **13,051.22**

- Weekly Sales Report
- Retail Sales
- Retail Material Margin...
- B2B Sales
- B2B Material Margin...
- Total Sales
- Retail + B2B Material...
- Export MTD and YTD

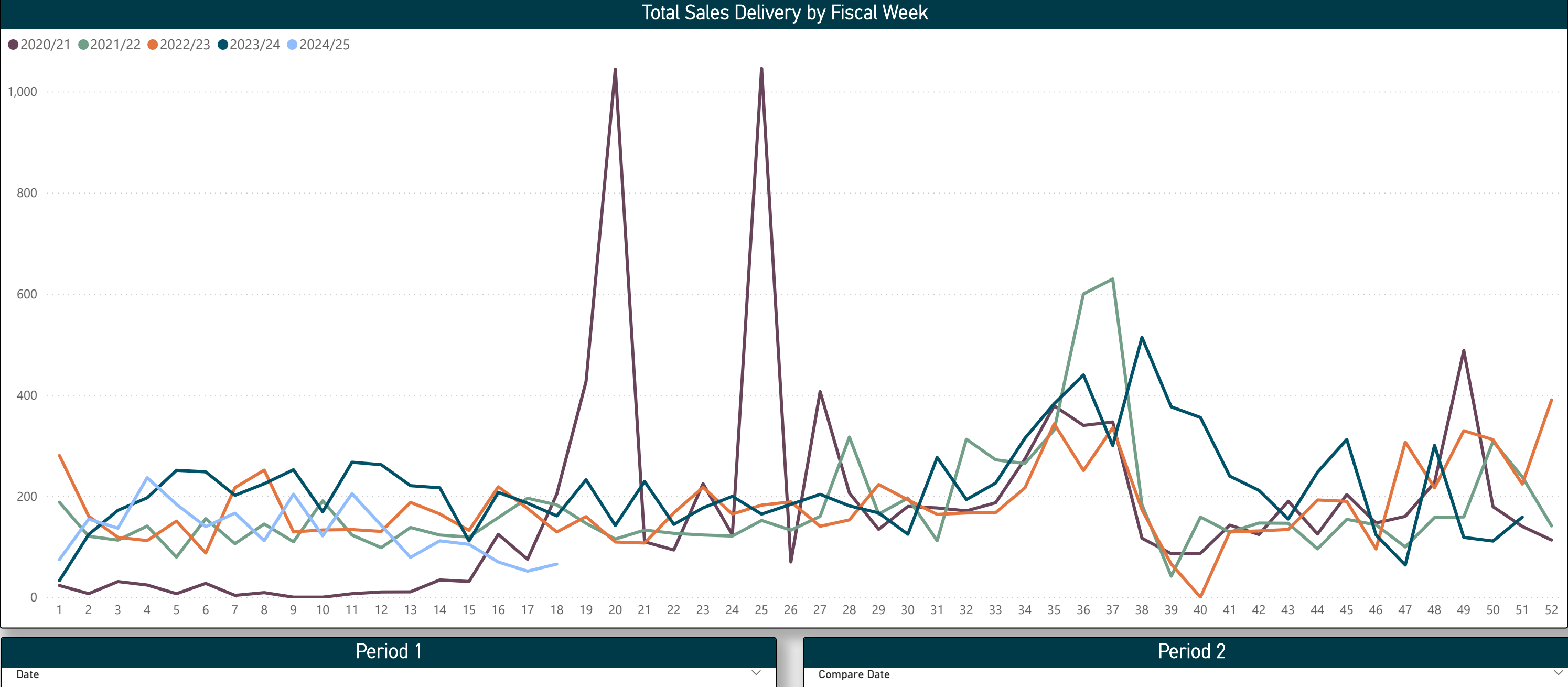
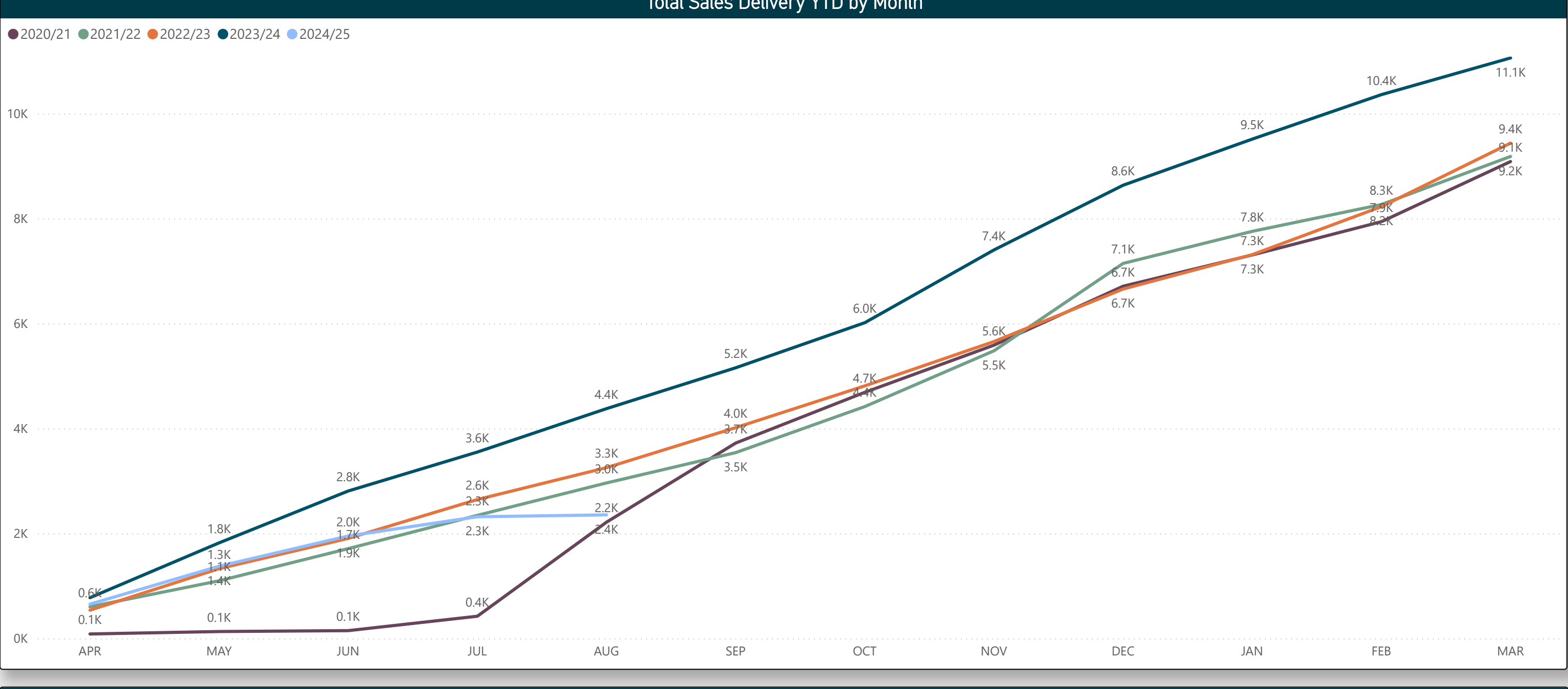
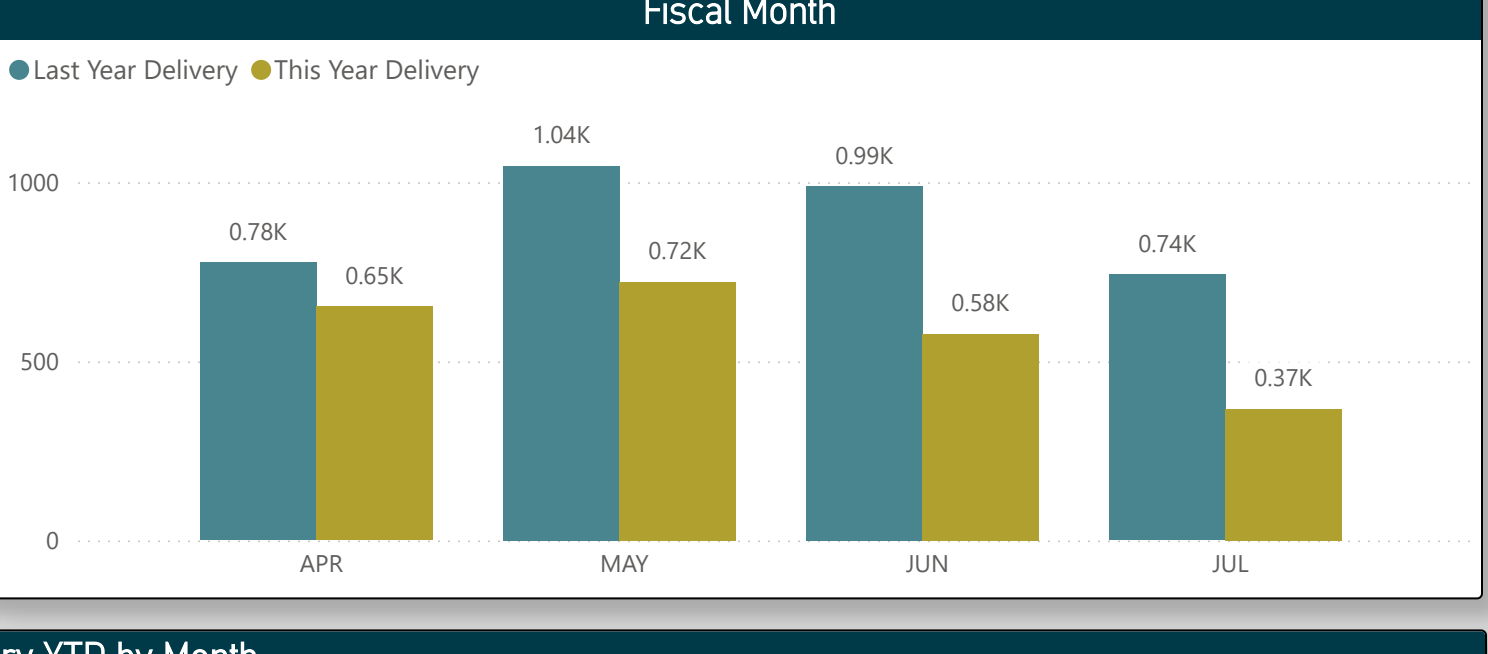
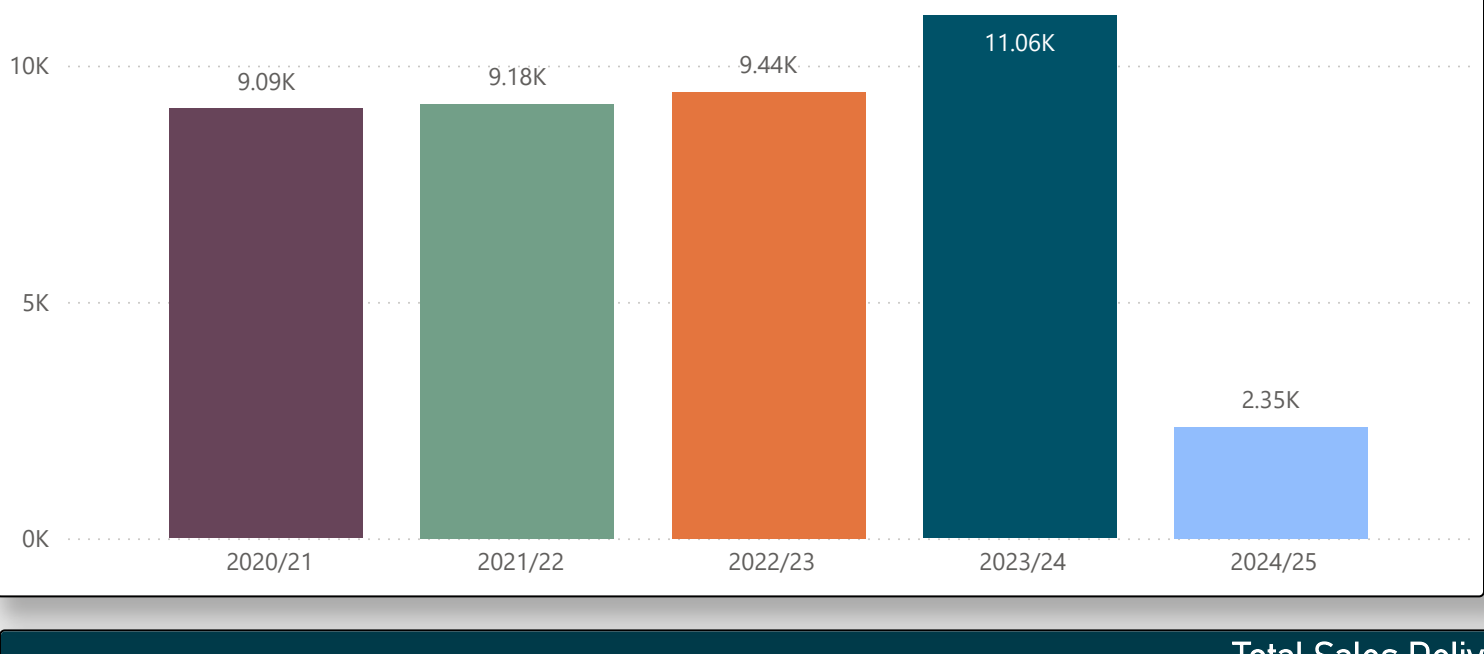
Total Sales



Total Sales Excluding Delivery



Total Sales Delivery



Period 1: Date 7/22/2024 to 7/28/2024. Compare Date: 7/15/2024 to 7/21/2024.

Total Sales by Product Type

Product Type	Total Order	Total Quantity	Customer Count	Total Net Sales
Infusion Sales	26	46	22	2,978.64
Tour	6	203	5	2,053.83
Earl Grey	35	199	24	2,020.14
Classic Tea	20	135	17	1,974.40
Breakfast Tea	32	98	25	1,837.88
Great British Tea	30	118	20	1,794.71
Afternoon Tea	26	92	16	786.45
Iced Tea	15	428	12	623.67
Green Tea	22	41	20	593.71
Tea Gift and Starter Packs	30	96	23	521.50
Specialist Tea	10	23	8	455.98
Tea Trees	4	4	4	205.00
Chamomile	7	13	7	169.64
Jam	8	13	5	93.58
Honey	3	4	1	56.00
Coffee	2	3	2	33.00
Hot Drinks	1	4	1	11.67
	2	6	2	7.08
Total	135	1,526	91	16,216.88

Total Sales Top 10 Customers

Company / Customer Name	Period 1 Sales Online	Period 2 Sales Online	Variance Sales Online
Plough To Plate	2,364.75	985.50	↑ 1,379.25
Edward James Foundation- West Dean College	1,480.00		↑ 1,480.00
Fortnum & Mason Plc	1,200.00		↑ 1,200.00
Emily Estate (UK) Limited	1,009.67		↑ 1,009.67
Savills	840.00		↑ 840.00
Back Roads Touring Co Ltd	665.00	855.00	↓ -190.00
Teacup Tearoom	572.00		↑ 572.00
Backs Corner Trading Company Ltd	472.00		↑ 472.00
Selfridges & Co	388.80		↑ 388.80
Burford Garden Company	347.10		↑ 347.10

Total Sales Top 10 Products

Product Name	Period 1 Unit Sold	Period 1 Sales Online	Period 2 Unit Sold	Period 2 Sales Online	Variance Unit Sold	Variance Sales Online
Peppermint - 250g Loose Tea	93	1,746.00	1	42.00	↑ 92	↑ 1,704.00
Earl Grey - 100 Tea Bags (wrapped)	52	955.40	30	367.86	↑ 22	↑ 587.54
Classic - 100 Tea Bags (wrapped)	48	914.50	19	468.80	↑ 29	↑ 445.70
Great British - 100 Tea Bags	47	782.83	19	274.50	↑ 28	↑ 508.33
English Breakfast - 250g Loose Tea	23	742.00	18	540.00	↑ 5	↑ 202.00
English Breakfast - 100 Pyramid Bags	23	509.00	14	358.00	↑ 9	↑ 151.00
River Garden Tea Tour, Tasting	22	1,009.67	22	116.50	↑ 22	↑ 1,009.67
Great British - 100 Tea Bags (wrapped)	21	423.10	4	116.50	↑ 17	↑ 306.60
River Garden Tea tour, Tasting with Cream Tea	14	665.00	18	855.00	↓ 4	↓ -190.00
Tea	10	420.00	49	1,823.16	↓ -39	↓ -1,403.16
Total	353	8,167.49	172	4,845.82	181	3,321.67

Total Sales by Department

Department	Period 1 Sales Online	Period 2 Sales Online	Variance Sale Online
Honey	56.00	78.00	↓ -22.00
Hospitality	2,053.83	1,093.33	↑ 960.50
New Products	133.66	147.90	↓ -14.24
Tea	13,973.39	14,828.72	↓ -855.33
Total	16,216.88	16,147.95	68.92

MTD Total Sales by Department

Department	Current Year MTD	Last Year MTD	Variance
Honey	242.00		↑ 242.00
New Products	124.93		↑ 124.93
Tea	3,623.05	11,263.56	↓ -7,640.51
Total	3,989.98	11,263.56	-7,273.58

YTD Total Sales by Department

Department	Current Year YTD	Last Year YTD	Variance
Cornish Woods	25,084.75	30,048.18	↓ -30,048.18
Honey	5,406.07		↑ 5,406.07
Hospitality	25,084.75		↑ 25,084.75
New Products	15,040.52	7,214.61	↑ 7,825.91
Tea	288,159.97	380,529.25	↓ -92,369.28
Total	333,691.31	417,792.04	-84,100.74

Period 1 Date: 7/22/2024 to 7/28/2024
 Period 2 Compare Date: 7/15/2024 to 7/21/2024

- Weekly Sales Report
- Retail Sales
- Retail Material Margin...
- B2B Sales
- B2B Material Margin...
- Total Sales
- Retail + B2B Material...
- Export MTD and YTD

Retail + B2B Material Margin per month

FY	Fiscal Month Name	Revenue £	Margin £	Margin %
2023/24	NOV	97,516	94,911	97.33%
	SEP	92,461	91,423	98.88%
	DEC	86,159	82,883	96.20%
	OCT	75,603	73,923	97.78%
	JAN	69,632	57,966	83.25%
	MAR	69,329	52,142	75.21%
	FEB	66,361	49,466	74.54%
	AUG	55,738	55,126	98.90%
	Total	612,799	557,840	91.03%
2024/25	MAY	93,513	76,279	81.57%
	JUN	85,113	63,308	74.38%
	APR	75,699	58,878	77.78%
	JUL	75,375	57,903	76.82%
	AUG	3,990	3,106	77.86%
	Total	46,658	36,428	78.07%
Total		113,795	101,342	89.06%

Lowest 10 Product Margins by Retail + B2B Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
Earl Grey - 15 Pyramid Bags	7.81	81.69%	13.25	88.33%	-5.44	-6.64%
Truro City Council	7.81	81.69%			7.81	81.69%
	0.00	0.00%	13.25	88.33%	-13.25	-88.33%
Logs	7.08	100.00%			7.08	100.00%
RIVERSIDE COTTAGE	7.08	100.00%			7.08	100.00%
Tea Measuring Spoon - 5 ml	7.00	56.00%			7.00	56.00%
Kevin Pointer	3.50	56.00%			3.50	56.00%
Sandra Dawson	3.50	56.00%			3.50	56.00%
English Breakfast - 15 Pyramid Bags	6.07	73.58%			6.07	73.58%
Terry Herron COMPANY	6.07	73.58%			6.07	73.58%
	0.00	0.00%			0.00	0.00%
Greeting Cards - Edward Jose	1.33	39.94%			1.33	39.94%
	1.33	39.94%			1.33	39.94%
Black Gift Box	0.00	0.00%			0.00	0.00%
Truro City Council	0.00	0.00%			0.00	0.00%
Herbal Tea Selection Box	0.00	0.00%	0.00	0.00%	0.00	0.00%
Sample Account	0.00	0.00%	0.00	0.00%	0.00	0.00%
Luxury Gift Bag	0.00	0.00%			0.00	0.00%
Truro City Council	0.00	0.00%			0.00	0.00%
Manuka - 100 Tea Bags (wrapped)	0.00	0.00%			0.00	0.00%
Lady Falmouth	0.00	0.00%			0.00	0.00%
Trio of Tea Bushes and Tray Gift Set	0.00	0.00%	42.14	93.64%	-42.14	-93.64%
Sarah Spreadborough	0.00	0.00%	42.14	93.64%	-42.14	-93.64%
Total	29.29	71.93%	55.39	91.48%	-26.10	-19.55%

Highest 10 Product Margins by Retail + B2B Customer

Product Name	Period 1 Material Margin £	Period 1 Margin %	Period 2 Material Margin £	Period 2 Margin %	Variance Material Margin, £	Variance Margin%
River Garden Tea tour, Tasting with Cream Tea	665.00	100.00%	855.00	100.00%	-190.00	0.00%
Back Roads Touring Co Ltd	665.00	100.00%	855.00	100.00%	-190.00	0.00%
River Garden Tour	379.16	100.00%	108.33	100.00%	270.83	0.00%
	162.50	100.00%	108.33	100.00%	54.17	0.00%
RIVERSIDE COTTAGE	108.33	100.00%			108.33	100.00%
Wolfgang Ebert	108.33	100.00%			108.33	100.00%
Great British - 100 Tea Bags	612.63	78.26%	0.00	0.00%	612.63	78.26%
Sample Account	0.00	0.00%	0.00	0.00%	0.00	0.00%
Edward James Foundation- West Dean College	532.00	78.24%			532.00	78.24%
Elaine THE SECRET CUPBOARD	49.03	76.81%			49.03	76.81%
Hazel Bank Country House Hotel	31.60	81.03%			31.60	81.03%
Classic - 100 Tea Bags (wrapped)	767.86	83.97%			767.86	83.97%
Blacks Corner Trading Company Ltd	45.76	88.00%			45.76	88.00%
Geoffrey Burwood	35.38	91.90%			35.38	91.90%
Lady Falmouth	0.00	0.00%			0.00	0.00%
Plough To Plate	595.20	82.67%			595.20	82.67%
The Old Coastguard Hotel	91.52	88.00%			91.52	88.00%
Classic - 250g Loose Tea	368.60	87.76%			368.60	87.76%
Blacks Corner Trading Company Ltd	368.60	87.76%			368.60	87.76%
Earl Grey - 100 Tea Bags (wrapped)	795.77	83.29%			795.77	83.29%
Edward James Foundation- West Dean College	337.40	84.35%			337.40	84.35%
Graham Hawkins	35.37	91.87%			35.37	91.87%
Hazel Bank Country House Hotel	19.97	86.45%			19.97	86.45%
Lady Falmouth	0.00	0.00%			0.00	0.00%
Plough To Plate	297.40	82.61%			297.40	82.61%
Rail Gourmet Plymouth	37.02	66.34%			37.02	66.34%
Sara's Tea Garden	22.87	87.96%			22.87	87.96%
The Old Coastguard Hotel	45.74	87.96%			45.74	87.96%
English Breakfast - 250g Loose Tea	633.44	85.37%			633.44	85.37%
Bespoke Food Group - Breakspear	74.56	88.76%			74.56	88.76%
Goodwood - Kennels	74.24	66.29%			74.24	66.29%
Savills	372.80	88.76%			372.80	88.76%
Teacup Tearoom	111.84	88.76%			111.84	88.76%
English Breakfast Tea - 100 Pyramid Bags	400.21	78.63%			400.21	78.63%
Goodwood - Kennels	67.62	70.44%			67.62	70.44%
Goodwood Motor Circuit - Jackie Stewart Pavilion	112.70	70.44%			112.70	70.44%
John Campbell	41.27	89.72%			41.27	89.72%
The Walled Garden	178.62	86.29%			178.62	86.29%
Total	6,202.81	76.36%	963.33	100.00%	5,239.48	-23.64%

Retail + B2B Material Margin Top 10 Customers

Company / Customer Name	Sales £	Material Margin £	Margin %	% of Overall Sales
Plough To Plate	2,364.75	1,847.91	78.14%	23.23%
Edward James Foundation- West Dean College	1,480.00	1,210.80	81.81%	14.54%
Fortnum & Mason Plc	1,200.00	188.80	15.73%	11.79%
	1,188.71	1,046.64	88.05%	11.68%
Emily Estate (UK) Limited	1,009.67	1,009.67	100.00%	9.92%
Savills	840.00	666.40	79.33%	8.25%
Back Roads Touring Co Ltd	665.00	665.00	100.00%	6.53%
Teacup Tearoom	572.00	499.18	87.27%	5.62%
Blacks Corner Trading Company Ltd	472.00	414.36	87.79%	4.64%
Selfridges & Co	388.80	247.32	63.61%	3.82%
Total	10,180.93	7,796.08	76.58%	100.00%
Sales for Period P&L	16,216.88			

Retail + B2B Material Margin Top 10 Products

Product Name	Unit	Sales £	Margin %	% of Quantity	% of Value
Peppermint - 250g Loose Tea	93	1,746.00	32.67%	26.35%	21.38%
Earl Grey - 100 Tea Bags (wrapped)	52	955.40	83.29%	14.73%	11.70%
Classic - 100 Tea Bags (wrapped)	48	914.50	83.97%	13.60%	11.20%
Great British - 100 Tea Bags	47	782.83	78.26%	13.31%	9.58%
English Breakfast - 250g Loose Tea	23	742.00	85.37%	6.52%	9.08%
English Breakfast Tea - 100 Pyramid Bags	23	509.00	78.63%	6.52%	6.23%
River Garden Tea Tour, Tasting	22	1,009.67	100.00%	6.23%	12.36%
Great British - 100 Tea Bags (wrapped)	21	423.10	85.46%	5.95%	5.18%
River Garden Tea tour, Tasting with Cream Tea	14	665.00	100.00%	3.97%	8.14%
Classic - 250g Loose Tea	10	420.00	87.76%	2.83%	5.14%
Total	353	8,167.49	75.73%	100.00%	100.00%
Totals for Period	1,526	16,216.88			