

Proof of Pie - Price List

July 2024

All prices are inclusive of GST

www.proofofpie.com.au

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111 Franklin St, Adelaide SA 5000



| Name | Choice Codes* | Category | Type | Retail | Wholesale | RRP~ | Profit | Markup | Margin |
|--|----------------------------|----------|-----------|---------|-----------|---------|---------|--------|--------|
| Apple & Blackberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple & Blueberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple & Boysenberry Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Apple & Gooseberry Pie^ | PT OT CT ABC VLG VEG | F | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Apple & Ooray (Davidson Plum) Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple & Raspberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple & Rhubarb Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple Pie^ | PT OT CT ABC VLG VEG | F | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Apple Strudel Pie^ | A PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apple, Pear & Lilly Pilly Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Apple, Pear & Raspberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Apricot Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Banana Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Banbury Pie^ | PT ABC VLG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Banoffi Pie | NT ABC VLG GCC CPC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Bavarian Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Biscoff Pie | NT ABC GCC BIC AZC | C | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Bluebarb Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Blueberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Boysenberry Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Boysenberry, Blueberry & Raspberry Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Buttermilk Pie^ | NT ABC VLG | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Cherry Pie (Fresh Cherries) - Dec. only^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Chess Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Chocolate & Coconut Cream Pie | NT ABC VLG VEG GCC CPG AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Chocolate Chess Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Chocolate Cream Pie | NT ABC VLG GCC CPG AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Chocolate Fudge Pie^ | NT ABC VLG LAC | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Chocolate Pecan Pie^ | NT ABC VLG | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Chocolate Pumpkin Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Coconut Chai Pie | NT ABC VLG GCC LAC AZC | C | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Coconut Cream Pie | NT ABC VLG GCC AZC | C | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Eggnog Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Gulalung (Finger Lime) Pie | NT ABC VLG GCC WGC AZC | C | Exclusive | \$47.50 | \$40.00 | \$60.00 | \$20.00 | 50% | 33% |
| Key Lime Pie | NT ABC VLG GCC AZC | C | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Lamington Pie | NT ABC | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Lemon Chess Pie^ | NT ABC VLG | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Lemon Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Lemon Myrtle Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Macadamia Pie^ | NT ABC VLG | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |

| Name | Choice Codes* | Category | Type | Retail | Wholesale | RRP~ | Profit | Markup | Margin |
|--|----------------------------|----------|-----------|---------|----------------|---------|---------|--------|--------|
| Maple Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| May Day Pie^ | A NT ABC VLG | U | Exclusive | \$47.50 | \$40.00 | \$60.00 | \$20.00 | 50% | 33% |
| Mexican Chocolate Pie^ | NT ABC VLG | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Mississippi Mud Pie^ | NT ABC VLG GCC CPG AZC | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Mixed Berry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Neapolitan Cream Pie | NT ABC VLG GCC WCC CPG AZC | C | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Nutty Fudge Pie^ | NT ABC VLG | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Oatmeal Pie^ | NT ABC | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Peach Cobbler Pie^ | CB ABC | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Peach Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Peanut Butter Pie | NT ABC VLG GCC AZC | C | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Pear & Blueberry Pie^ | PT OT CT ABC VLG VEG | F | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Pear & Boysenberry Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Pear & Lilly Pilly Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Pear & Raspberry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Pear & Urti (Quandong) Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Pear Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Pecan Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Pepperberry, Raspberry & Dark Chocolate Pie^ | NT ABC VLG | U | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Plum Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Pumpkin Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Raspberry & Chocolate Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Raspberry Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Red Fruit Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Salted Honey Pie | NT ABC | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Shaker Lemon Pie^ | PT ABC VLG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Shoofly Pie^ | NT ABC | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Sour Morello Cherry Pie^ | PT OT CT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Spiced Pear & Walnut Pie^ | WT ABC VLG VEG | F | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |
| Strawberry & Rhubarb Pie^ | PT OT CT ABC VLG VEG | F | Premium | \$45.00 | \$37.50 | \$60.00 | \$22.50 | 60% | 38% |
| Strawberry Cream Pie | NT ABC VLG GCC AZC | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Sugar Cream Pie | NT ABC VLG | C | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Sweet Potato Pie^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Turtle Pie (Pecan, Caramel & Chocolate)^ | NT ABC VLG | U | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Urti (Quandong) Pie^ | PT OT CT ABC VLG VEG | F | Exclusive | \$47.50 | \$40.00 | \$60.00 | \$20.00 | 50% | 33% |
| Vermont Maple & Apple Pie^ | PT ABC VLG VEG | F | Medium | \$40.00 | \$32.50 | \$60.00 | \$27.50 | 85% | 46% |
| Wet-bottomed Shoofly Pie^ | NT ABC | U | Standard | \$35.00 | \$27.50 | \$60.00 | \$32.50 | 118% | 54% |

^Can be bought and/or stored frozen

*Recommended in **bold**

~Selling 8 slices at \$7.50 per slice

*For details on codes, see table on next page

Orders can be placed on our website, in-store, over the phone or via email.

| Code | Choice | Extra |
|------|--------------------------------------|---------|
| A | Can include alcohol | \$ 2.50 |
| NT | No Top | \$ - |
| PT | Pastry Top | \$ - |
| OT | Oat Crumble Top | \$ - |
| CT | Crumble Top | \$ - |
| WT | Walnut Crumble Top | \$ - |
| CB | Cobbler Top | \$ - |
| ABC | Signature All-Butter Crust | \$ - |
| VLG | Very Low Gluten Crust | \$ 5.00 |
| VEG | Vegan Friendly Crust | \$ 2.50 |
| LAC | Lard Crust | \$ 5.00 |
| GCC | Graham Cracker Crust | \$ 2.50 |
| CPG | Chocolate Pecan Graham Cracker Crust | \$ 2.50 |
| WGC | Wattleseed Graham Cracker Crust | \$ 2.50 |
| WCC | Waffle Cone Crust | \$ 2.50 |
| BIC | Biscoff Crust | \$ 2.50 |
| AZC | ANZAC Biscuit Crust | \$ 2.50 |