



Price Comparisons

Price per ounce, Watkins has quite an advantage over the competition. Just look below at a few of the examples where Watkins can offer a value to your customers.

| Product | Watkins | | | McCormick | | |
|-----------------------|---------------|--------|-------------------------|---------------|--------|-------------------------|
| | Selling Price | Ounces | Consumer cost per ounce | Selling Price | Ounces | Consumer cost per ounce |
| Spices | | | | | | |
| Black Pepper | \$3.99 | 2.00 | \$2.00 | \$5.48 | 1.75 | \$3.13 |
| Cinnamon | \$3.99 | 2.00 | \$2.00 | \$5.79 | 1.87 | \$3.10 |
| Basil | \$3.99 | .56 | \$7.13 | \$5.15 | .37 | \$13.92 |
| Chili Powder | \$3.99 | 1.40 | \$2.85 | \$6.45 | 2.12 | \$3.04 |
| Cloves | \$4.99 | 2.00 | \$2.50 | \$11.89 | 1.75 | \$6.79 |
| Curry Powder | \$3.99 | 1.80 | \$2.22 | \$4.44 | 1.65 | \$2.69 |
| Dill | \$3.99 | .70 | \$5.70 | \$6.35 | .50 | \$12.70 |
| Garlic Powder | \$3.99 | 2.80 | \$1.43 | \$6.25 | 2.25 | \$2.78 |
| Ginger | \$3.99 | 2.00 | \$2.00 | \$6.35 | 1.75 | \$3.63 |
| Mustard Dry | \$3.99 | 1.90 | \$2.10 | \$5.27 | 1.75 | \$3.01 |
| Nutmeg | \$5.49 | 2.00 | \$2.75 | \$7.99 | 1.81 | \$4.41 |
| Onion Powder | \$3.99 | 1.90 | \$2.10 | \$6.19 | 2.00 | \$3.10 |
| Oregano | \$3.99 | .63 | \$6.33 | \$5.19 | .50 | \$10.38 |
| Paprika | \$3.99 | 1.90 | \$2.10 | \$5.67 | 1.62 | \$3.50 |
| Parsley | \$3.99 | .25 | \$15.96 | \$4.99 | .20 | \$24.95 |
| Rosemary | \$3.99 | .78 | \$5.12 | \$4.68 | .62 | \$7.55 |
| Sage | \$3.99 | .78 | \$5.12 | \$5.67 | .62 | \$9.15 |
| Thyme | \$3.99 | .99 | \$4.03 | \$5.29 | .62 | \$8.53 |
| Extracts | | | | | | |
| Pure Almond | \$6.99 | 2.00 | \$3.50 | \$4.18 | 1.00 | \$4.18 |
| Pure Mint | \$5.99 | 2.00 | \$3.00 | \$3.28 | 1.00 | \$3.28 |
| Imitation Cinnamon | \$4.99 | 2.00 | \$2.50 | \$4.18 | 1.00 | \$4.18 |
| Imitation Vanilla Nut | \$5.99 | 2.00 | \$3.00 | \$4.18 | 1.00 | \$4.18 |
| Imitation Raspberry | \$4.99 | 2.00 | \$2.50 | \$4.18 | 1.00 | \$4.18 |

Prices above are in US dollars.

