

FREE PREVIEW



Charcuterie Cashflow

From Hobby to Full-time Income

A free look inside the Charcuterie Business Starter Kit
— the complete system for starting your own
charcuterie business.

by Loryn Purvis

PICNIC GRAZING CO.

What's inside the full kit

- ✓ Charcuterie Cashflow eBook — the step-by-step system
- ✓ 9 board & box templates with exact quantities
- ✓ Grazing table guide — layouts that feed a crowd
- ✓ Profit-margin calculator — 9 worksheets that price every board
- ✓ 100+ ingredient cost library & sourcing guides
- ✓ Social media guides + 30-day content calendar
- ✓ Website guide — set up shop and start taking orders
- ✓ Photos & videos to use as you build your brand



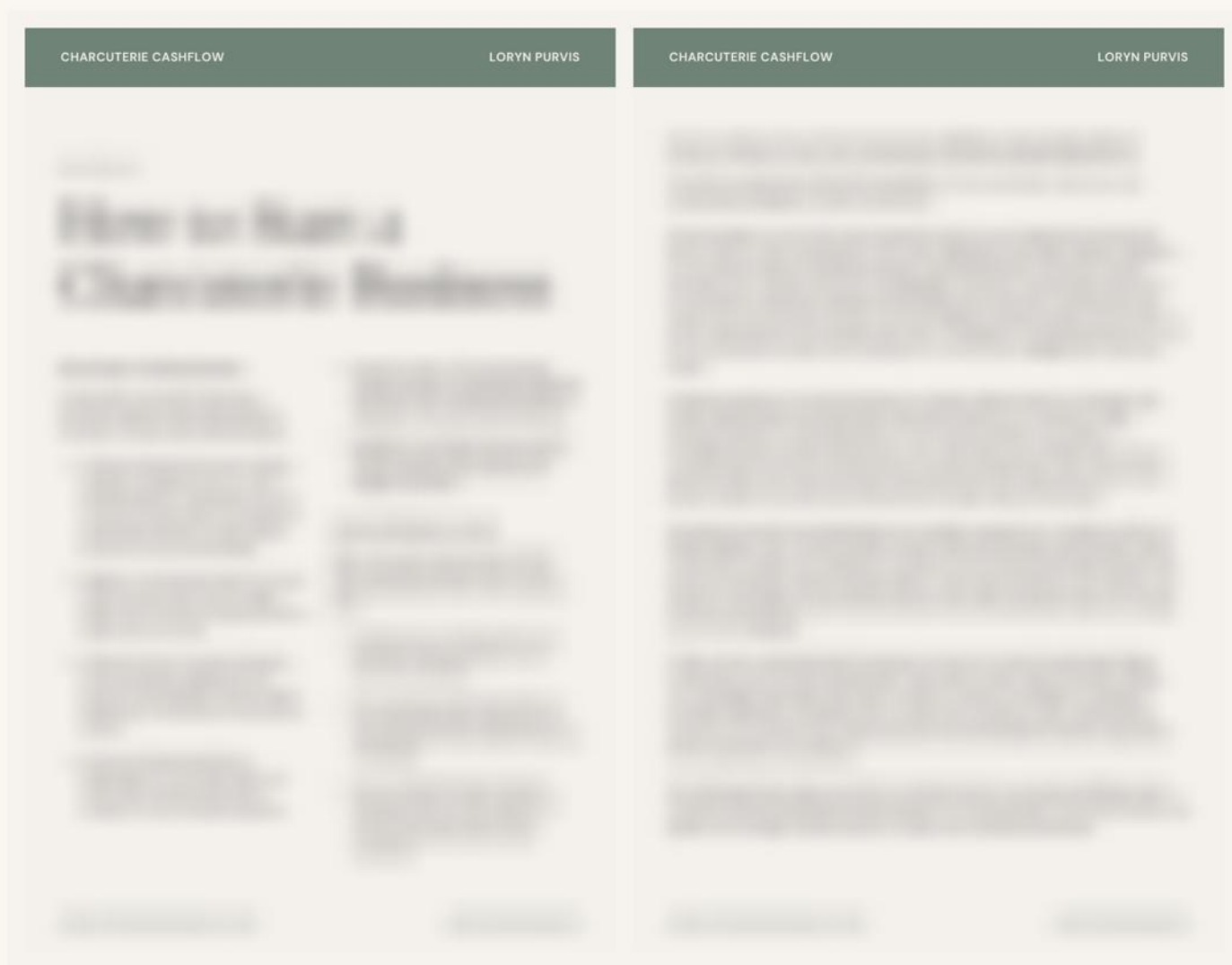
The image shows the Table of Contents for the 'Charcuterie Cashflow' eBook by Loryn Purvis. The title 'Table of Contents' is centered in a dark green header. Below it, a list of sections and their corresponding page numbers is displayed. At the bottom, the website 'WWW.PICNICGRAZINGCO.COM' and the Instagram handle '@PICNICGRAZINGCO' are listed.

CHARCUTERIE CASHFLOW		LORYN PURVIS
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The full kit at a glance — every section, mapped out.

A look inside

The eBook walks you from your first board to your first paying customers — pricing, sourcing, menus, and marketing, in order.



Pages are blurred here on purpose — the full, readable version is inside the paid kit.

Tools that do the math

Templates with exact quantities, and a calculator that prices every board, box, and table for you.



Board & box templates — quantities included.

Charcuterie Profit Margin Calculator

Pricing Calculator · preview shown with sample numbers

Cost Input		Calculated Results	
Food Cost	\$42.00	Labor Cost	\$37.50
Packaging	\$6.50	Base Direct Cost	\$102.00
Labor Hours	1.5	Estimated Processing Fees	\$5.78
Delivery / Setup	\$12.00	Overhead Allocation	\$18.90
Other Direct Costs	\$4.00	Minimum Break-Even Price	\$126.68
Target Profit Margin	45%	Target Selling Price	\$189.00
		Suggested Rounded Price	\$189.00
		Estimated Profit	\$62.32
		Estimated Margin	45%

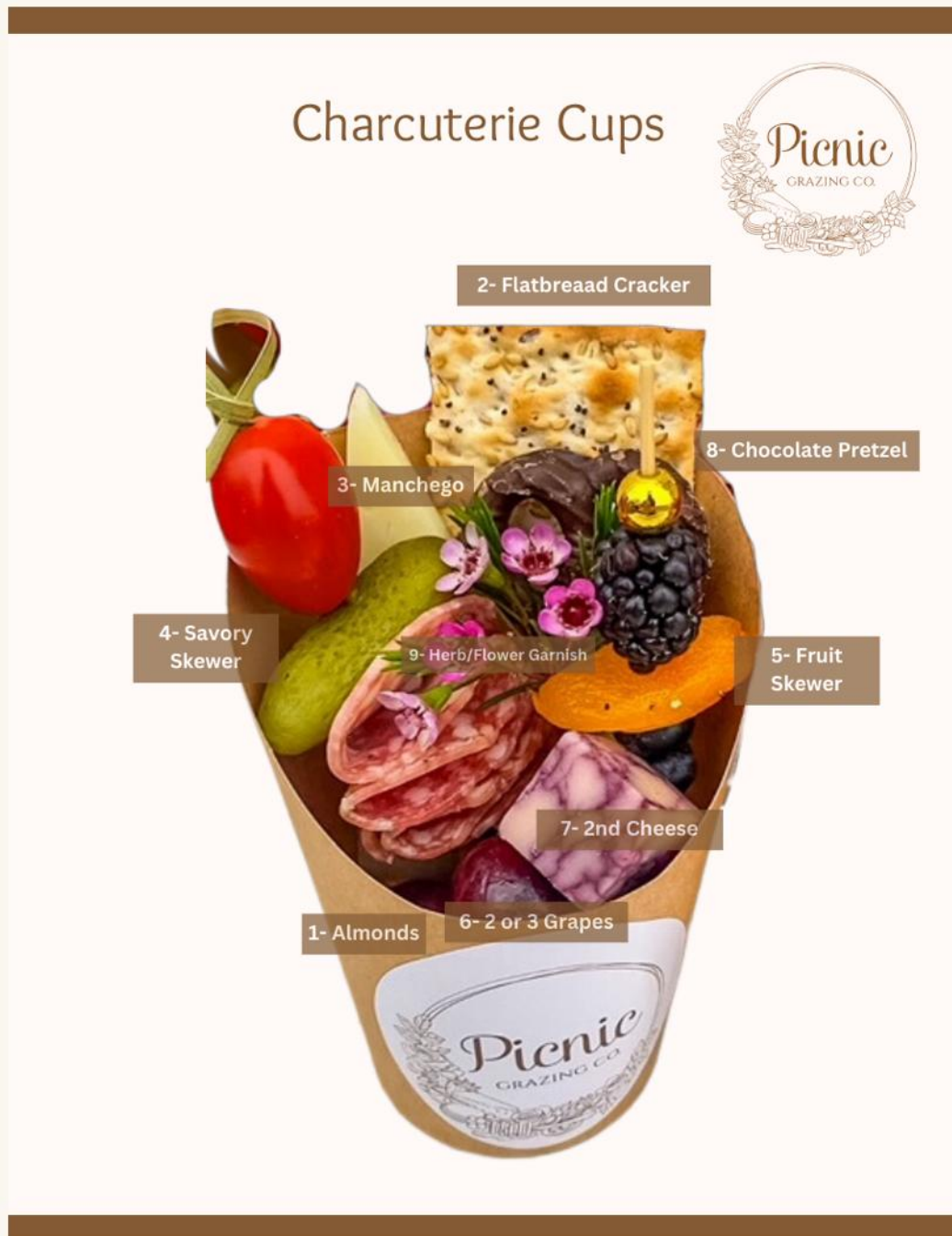
[Start Here](#) [Assumptions](#) [Ingredient Costs](#) [Recipe Builder](#) [Product Profit Calculator](#) **[Pricing Calculator](#)** [Monthly Dashboard](#) [What-If Scenarios](#)

One of nine tabs in the workbook — It recalculates from your own costs, prices, and margins.

Profit-margin calculator — shown with sample numbers.

Try one, free

One of the kit's 9 templates, complete and yours to keep — every item placed, every quantity shown.



The other 8 templates — boards, boxes, and tables — are in the full kit.

Social media, planned

The social media guide and 30-day content calendar — what to post, when, and how to turn followers into customers.



Blurred here — the full, readable version is inside the paid kit.

Get the complete kit

Everything in this preview — plus the full eBook, all 9 templates, the calculator, the sourcing guides, and the marketing system.

\$499 — one time

Instant download

Your brand. Your menu. Your prices.

picnicgrazingco.com

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