



Full Portfolio Audit

Prepared for: **Demo Dispensary**

June 12, 2026

We Deal in Bud — Guardrails: Margin Floor & Market Ceiling

Note: Actions aim to keep price inside the guardrails. Final decisions remain with the operator.

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Benchmarks v2026-06-01 • Sources: state regulatory agencies — CA DCC • OR OLCC • WA WSLCB • CO MED • MI CRA • MA CCC • AZ ADHS • IL IDFPR • NV CCB • NY OCM

Executive Summary

Date: June 12, 2026

Demo Dispensary · CA market · June 12, 2026

6	4	1	1
Products Reviewed	Need Action	Watch	Hold — No Change

Margin left on the table: +\$437.83/month — raise 1 SKU to test price · at current velocity

Action	Count	Meaning
RAISE	1	Below margin floor — price is costing you profit per unit
LOWER	2	Above market ceiling, or Value Read is Overpriced — price is working against velocity
WATCH	1	Inside guardrails, Value Read is acceptable — no change needed; promo lever available if velocity slows
NOT VIABLE	1	No safe price window — COGS exceeds market ceiling
HOLD	1	Inside guardrail window with a Fair-or-better Value Read — no change needed

⚠️ Priority Action — Papaya Punch

Margin floor exceeds market ceiling — no viable price window at current COGS. COGS must come down to \$11.34 or below for a window to exist. Renegotiate cost structure or discontinue.

CA Market Context

California is experiencing sustained price compression as of June 2026. Premium pricing above \$10.00/g OTD is difficult to sustain outside top-shelf exotic drops. Mid-shelf SKUs face the most downward pressure — focus on margin floor compliance and timely clearance rotation for aged inventory.

Portfolio Summary — Actions

Date: June 12, 2026

State: CA • Benchmarks 2026-06-01 • State regulatory agency data

SKU	Current OTD	Floor (46%)	Ceiling	Test Price	Δ Price	Action
1. Garlic Cookies	\$37.24	\$23.40	\$41.90	—	—	HOLD
2. Blue Dream	\$33.25	\$19.70	\$34.91	—	—	WATCH
3. Sour Tangie	\$33.91	\$17.24	\$34.91	\$30.99	-\$2.92	LOWER
4. Wedding Cake	\$19.95	\$23.40	\$34.91	\$29.99	+\$10.04	RAISE
5. Runtz Premium Gram	\$18.62	\$7.39	\$10.03	\$19.99	-\$8.63	LOWER
6. Papaya Punch	\$39.90	\$22.02	\$47.88	N/A	—	NOT VIABLE

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Products for Action

Products Reviewed

Demo
Dispensary
Client

CA
State

Product: Garlic Cookies

Date: June 12, 2026
SKU: 1 of 6

3.5g

THC 26.0%

Pre-tax \$28.00

Tax 33.0%

46 units/30d

Current OTD \$37.24	Test Price —	Floor (46%) \$23.40	Ceiling \$41.90	Value Read · mg THC / \$ 24.4 Fair
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Guardrail Window

HOLD



💡 Insight

At \$37.24 OTD (\$10.64/g OTD), this product sits inside the guardrail window and is competitively positioned vs. the \$11.97/g OTD standard benchmark. Value Read: Fair (24.4 mg THC/\$). Optional velocity lever: \$28.99 OTD crosses the Steal line while holding margin above the floor — a choice, not a requirement.

🎯 Action

Hold \$37.24 OTD.
Current margin 66.1% — monitor for benchmark shifts.

Product: Blue Dream

Date: June 12, 2026
SKU: 2 of 6

3.5g

THC 19.0%

Pre-tax \$25.00

Tax 33.0%

31 units/30d

Current OTD \$33.25	Test Price —	Floor (46%) \$19.70	Ceiling \$34.91	Value Read · mg THC / \$ 20.0 Stretch
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Guardrail Window

WATCH



💡 Insight

At \$33.25 OTD (\$9.50/g OTD), the product is inside the guardrail window — no price change. Value Read: Stretch (20.0 mg THC/g). Customers get less potency per dollar than the state fair line. If velocity slows, a promo at \$30.99 OTD crosses into Fair territory.

🎯 Action

Hold \$33.25 OTD — watch velocity. No change forced. Promo lever to Fair: \$30.99 OTD if sell-through slows.

Product: Sour Tangie

Date: June 12, 2026
SKU: 3 of 6

3.5g

THC 19.0%

Pre-tax \$25.50

Tax 33.0%

9 units/30d

Current OTD \$33.91	Test Price \$30.99	Floor (46%) \$17.24	Ceiling \$34.91	Value Read · mg THC / \$ 19.6 Overpriced (Aged)
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Guardrail Window

LOWER



💡 Insight

Packaged 8 months ago — freshness compounds the read. Value Read: Overpriced (Aged) (19.6 mg THC/\$). Clearance at \$30.99 OTD moves this across the Fair line and clears it before further quality loss.

🎯 Action

Clearance to \$30.99 OTD.
Crosses the Fair line; holds margin at 70.0%. At 9 units/30d, that's a GP impact of $-\$19.79/\text{month}$.

Product: Wedding Cake

Date: June 12, 2026
SKU: 4 of 6

3.5g

THC 22.0%

Pre-tax \$15.00

Tax 33.0%

58 units/30d

Current OTD \$19.95	Test Price \$29.99	Floor (46%) \$23.40	Ceiling \$34.91	Value Read · mg THC / \$ 38.6 Steal
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Guardrail Window

RAISE

Floor: \$23.40

Ceiling: \$34.91

**Insight**

At \$19.95 OTD (\$5.70/g OTD), the product is priced below the minimum margin floor of \$23.40. Selling at this price erodes profitability on every unit.

**Action**

Raise to \$29.99 OTD.
Restores margin to 57.9%. At 58 units/30d, that's a GP impact of +\$437.83/month.

Product: Runtz Premium Gram

Date: June 12, 2026
SKU: 5 of 6

1g

THC 30.0%

Pre-tax \$14.00

Tax 33.0%

22 units/30d

Current OTD \$18.62	Test Price \$9.99	Floor (46%) \$7.39	Ceiling \$13.03	Value Read · mg THC / \$ 16.1 Stretch
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Guardrail Window

LOWER

Floor: \$7.39

Ceiling: \$13.03

**Insight**

At \$18.62 OTD (\$18.62/g OTD), this product is above the High THC (24%+) ceiling of \$13.03 based on the \$13.03/g OTD state benchmark for this THC tier. Customers can find comparable products cheaper — this price is working against velocity.

**Action**

Lower to \$9.99 OTD.
Brings price inside the competitive window; forecast margin 60.1%. At 22 units/30d, that's a GP impact of -\$142.75/month.

Product: Papaya Punch

Date: June 12, 2026
SKU: 6 of 6

3.5g

THC 16.0%

Pre-tax \$30.00

Tax 33.0%

6 units/30d

Current OTD \$39.90	Test Price N/A	Floor (46%) \$32.02	Ceiling \$27.93	Value Read · mg THC / \$ 14.0 Stretch
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Guardrail Window

NOT VIABLE



**Insight**

Margin floor (\$32.02) exceeds market ceiling (\$27.93) — there is no safe price window at current COGS. For a window to exist at your margin floor, COGS must come down to \$11.34 or below — that's your negotiation number.

**Action**

Negotiate COGS to $\leq$ \$11.34 or discontinue SKU.
No safe price window exists at current cost structure.