

Cup and container sizes: What's the best buy?

340 mL : \$4.25

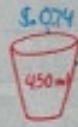
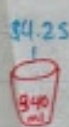
790 mL : \$4.99

1.3 L : \$5.99 = 1300 mL = \$5.99

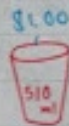
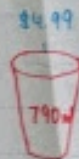
$$\begin{array}{r} 790 \\ - 340 \\ \hline 450 \end{array} \quad \begin{array}{r} \$4.99 \\ - \$4.25 \\ \hline \$0.74 \end{array}$$

$$\begin{array}{r} 1300 \\ - 790 \\ \hline 510 \end{array} \quad \begin{array}{r} \$5.99 \\ - \$4.99 \\ \hline \$1.00 \end{array}$$

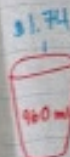
$$\begin{array}{r} 1300 \\ - 340 \\ \hline 960 \end{array} \quad \begin{array}{r} \$5.99 \\ - \$4.25 \\ \hline \$1.74 \end{array}$$



you are paying close to a dollar just for 450 ml more of your drink.



you are paying a dollar more just for 510 ml more of your drink.



you are paying a dollar and 74 cents more for 960 ml of your drink.

We think a reasonable price for 340 ml, 790 ml and 1.3L would be \$1, \$2 and then \$5. 340 ml would be \$1 because it is a pretty small compared to the other sizes. If you estimate 340×2 you get a number close to 790. So we decided since it's almost double the size, a reasonable price would also be double, which is obviously \$2. With 1.3L (1300 ml) we think a reasonable price would be \$5 because again using our information from above, 340×3 is approximately 1300 ml so we thought ~~the~~ tripling the price would be reasonable.