



UNIQUELY **PROFITABLE** SOLUTIONS  
FOR YOUR BUSINESS

# 24 FLAVORS OF SOFT SERVE

Your soft serve machine can be the source of 24 naturally delicious flavors of soft ice cream or yogurt or any soft frozen dessert, simply by adding the **24 Flavors System**.

The **24 Flavors System** allows the operator to transform vanilla soft serve, or soft frozen yogurt, into any one of 24 different flavors on a cone by cone basis. In other words, one customer can order a banana cone while the very next decides to have a strawberry one.

It's like having twenty-four soft-serve machines all in a row!



## Specifications:

28" Width / 25" Height / 9" Depth

Weight: 70 lbs

Electricity: 115 Volts, 2.1 amps

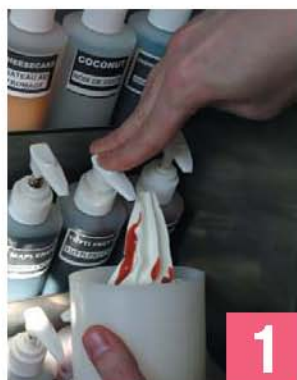


The unit fits easily at the back of a preparation counter and needs only a standard electrical outlet for installation.

The 24 Flavors System attracts more customers with the variety of flavors it allows you to serve, and the exquisite taste of these flavors will bring them back with their friends. This unit allows you to make specialty recipes by mixing flavors, adding fruit, nuts, chocolate chips, bits of candy, etc.

## How does it WORK ?

It's as easy as



The **24 Flavors System** comes with everything you need to offer 24 delicious flavors of soft serve, including:

- A variable speed footswitch
- 5 special cups with caps
- 24 - 8 oz bottles of flavor extracts giving a total yield around 7,000 servings
- 24 special pumps to fit the 8 oz bottles of extracts
- Effective trademark point-of-sale merchandising items
- One special cleaning cup with brush

### **Other advantages of the 24 Flavors System:**

- Operates independently from your soft serve machine
- Stainless steel construction
- Easy maintenance
- Easy to use



# AVAILABLE FLAVORS

All our flavors are classified as:

- Fat free
- No sugar added
- No cholesterol
- Low calorie
- & Delicious!

The system comes with an 8 oz bottle of each of the original flavors.



Almond	Cranberry +	Orange *+
Amaretto *+	Creme de menthe *+	Papaya +
Apple pie	Custard	Peach *+
Apricot *+	Egg nog	Pear
Banana *+	English toffee	Peanut butter *
Blackberry *+	Espresso roast *+	Peppermint
Black cherry *+	French vanilla +	Piña colada *+
Black raspberry *+	German chocolate cake *	Pineapple +
Black walnut	Grape +	Pistachio nut *
Blueberry *+	Honey	Praline
Bubbegum	Irish cream +	Pumpkin
Butter pecan *	Kahlua +	Rootbeer
Butterscotch	Kiwi +	Rum *+
Cantaloupe +	Lemon *+	Skittles
Cappuccino +	Licorice	Strawberry *+
Caramel *	Lime +	Teaberry
Cheesecake *	Malted milk	Tutti frutti *
Chocolate	Mango +	Watermelon +
Cinnamon	Maplenut *	White chocolate
Coconut *+	Marshmallow	
Cotton candy	Mocha +	

\* One of the 24 original flavors that are included in the 24 Flavors System

+ One of the 30 original flavors that are included in the 30 Flavors of Icebergs System

# FLAVOR EXTRACTS

## NUTRITIONAL CONTENT

### Nutritional Labeling and Education Act (NLEA) Nutritional Profiles

Flavoring extracts, essential oils, colors, spices and other aromatic chemical compounds by definition are exempt as per the rules for compliance as published in the Federal Register on January 6, 1993, (Volume 58, No. 3).

The strength and usage of such material in finished food products are determined under normal usage to fall under the published guidelines to be regarded as zero (0).

Total calories:	Less than 5 calories
Total fat:	Less than 0.5 mg
Cholesterol:	Less than 2 mg
Carbohydrate:	Less than 1 gm
Protein:	Less than 1 gm

The flavor extracts have either no nutritional value or level of no nutritional significance in respect to vitamins, minerals or fiber content.

Fat content:	0.00
Carbohydrates: (in the form of sugar)	0.00

Each product has some caloric content derived from the solvents used in the production of the flavoring such as ethyl alcohol, propylene glycol, glycerin, etc. Also, some caloric content is derived from the essential oils, botanicals or aromatic chemicals in the flavoring.

This caloric content ranges from 59-90 calories per 100 grams of material. Based on the usage strength of these additives, the value of these additives on a per serving basis would be negligible or less than of nutritional significance. Using the most caloric extract in a 24 flavors cone, it is 1.36 calorie.

The F.D.A. regulations are directed toward the nutritional value of the food consumed. Your processing or the consumer's preparation of the final food product may alter the nutritional value of our products in your customer's food product.

# 2 GREAT REASONS FOR OUR CONCEPT VS. ANY OTHER

Get greater profits and expand your Ice Cream menu's RETAIL value with a 24 Flavors Soft Ice Cream Shop.

## Selling Price & Gross Profit

Consider that once you are above break even,  
Gross Profit = Additional Profit

	Regular Soft Serve Cone	24 Flavors Cone		
		Break Even	@ \$0.35	@ \$0.50
Selling Price	\$1.50	\$1.52	\$1.85	\$2.00
Less: Cost	\$0.17	\$0.19	\$0.19	\$0.19
Gross Profit	\$1.33	\$1.33	\$1.66	\$1.81

## 1st Get an edge on the competition and increase the number of customers per day

(Draw some away from the competition and see your existing customers more often)

Given the double advantage of low start-up costs & greater profitability on every cone sold, the 24 Flavors Soft Ice Cream Shop is the obvious choice.

### Example

Was selling per day	Now selling per day	Added Yearly Profit 24 Flavors @ \$0.35
50 cones	80 cones	\$17,928
150 cones	200 cones	\$29,880
300 cones	400 cones	\$59,760

Based on 30 days per month and 12 months a year

## 2nd Get increased profit on each cone sold

### Example

Cones sold per day	Regular Soft Serve	24 Flavors @ \$0.35	Added Yearly Profit	24 Flavors @ \$0.50	Added Yearly Profit
50	\$23,940	\$29,880	\$5,940	\$32,580	\$8,640
150	\$71,820	\$89,640	\$17,820	\$97,740	\$25,920
300	\$143,640	\$179,280	\$35,640	\$195,480	\$51,840

Based on 30 days per month and 12 months a year



**Why settle for just vanilla?  
A world of flavors for your customers to discover**



**The SMART way to Serve Soft.**

# 30 FLAVORS OF ICEBERGS



Kids love the natural flavors of Icebergs with real flavor extracts like Grape, Watermelon and Strawberry (as opposed to Purple, Pink & Red flavored artificial syrup!). Most importantly, Iceberg's naturally delicious flavors capture the imagination of Moms (who drive the kids in the minivans, making them your true target audience) with frozen beverage treats like Mango, Kiwi-Strawberry-Banana & Piña Colada.

The finished product cost on Iceberg is only 3 cents per ounce including the flavor extracts, making it a very high-profit, premium frozen drink. Like the 24 Flavors System, the 30 Flavors of Icebergs System is a sure fire customer favorite that will perform virtually maintenance free.

The **30 Flavors of Icebergs System** comes with everything you need to offer 30 delicious flavors of Icebergs, including:

- Iceberg base (1 case)
- 30 - 8 oz bottles of flavor extracts (enough for over 3,000 12 oz servings)
- 30 special pumps to fit the 8 oz bottles of extracts
- Effective trademark point-of-sale merchandising items

<b>Selling Price &amp; Gross Profit</b> Consider that once you are above break even, Gross Profit = Additional Profit	16 oz serving	<b>Iceberg</b>	
		Fruit-Ice Drinks	Smoothie Drinks
	Selling Price	\$2.00	\$2.50
	<u>Less: Cost</u> Gross Profit	\$0.48 \$1.52	\$0.50 \$2.00

**Example**

16 oz cups sold per day	Fruit-Ice Drinks		Smoothie Drinks	
	Monthly added Profit	Yearly added Profit	Monthly added Profit	Yearly added Profit
10 cups	\$456	\$5,472	\$600	\$7,200
20 cups	\$912	\$10,944	\$1,200	\$14,400
50 cups	\$2,280	\$27,360	\$3,000	\$36,000

Based on 30 days per month and 12 months a year



# DELIGHTFUL DIPS

Add variety to your menu and increase your profits by adding our 12 Flavors of Delightful Dips system to your business. Now your customers can enjoy all the flavors of Delightful Dips, all the time!



## Specifications:

22" Width / 9" Height / 14" Depth

Weight: 25 lbs

Electricity: 115 Volts, 10 amps



The unit fits easily at the back of a preparation counter and needs only a standard electrical outlet for installation.

**The kit contains:** 1 or 2 warmers for 6 flavors of dip

**Flavors:** Banana, Blue raspberry, Bubble gum, Butterscotch, Cherry, Chocolate, Cotton candy, Espresso, Grape, Lime, Orange, Peanut Butter, Piña colada, Strawberry, Toasted coconut. **Dip once in Cherry and double dip the top in Chocolate!**

Nothing tops-off a Soft Serve treat like a Dip Top coating - but why limit yourself to just Chocolate and Cherry? In any retail sales environment, square footage is at a premium. If you're like most Ice Cream store operators, when it comes to counter-top space, square *inches* are at a premium! In the amount of counter-top space a conventional Dip warmer holding only two number 10 cans would take, one of our warmers can handle six delicious flavors of Delightful Dips!

### Selling Price & Gross Profit

Consider that once you are above break even,  
Gross Profit = Additional Profit

Regular Soft Serve Cone	Delightfully Dipped Cone			
	Break Even	@ \$0.35	@ \$0.50	
Selling Price	\$1.50	\$1.54	\$1.85	\$2.00
Less: Cost	\$0.17	\$0.21	\$0.21	\$0.21
Gross Profit	\$1.33	\$1.33	\$1.64	\$1.79

### Example

Delightful Dip Cones sold per day	Monthly added Profit @ \$0.35	Yearly added Profit @ \$0.35	Monthly added Profit @ \$0.50	Yearly added Profit @ \$0.50
10 cones	\$93	\$1,116	\$138	\$1,656
20 cones	\$186	\$2,232	\$276	\$3,312
50 cones	\$465	\$5,580	\$690	\$8,280

Based on 30 days per month and 12 months a year

By now you have begun to notice a pattern developing – All of our uniquely profitable solutions for your business share at least three things in common:

1. You get the variety that would normally only come to those who've spent much more on equipment.
2. This tremendous variety does not come at the cost of tying-up your limited counter-top space.
3. These concepts require minimal cleaning & virtually no maintenance, helping you increase your proportion of sales on the menu items that bring in most of the profits!

