

# Welcome To Profitland...Here's Your Roadmap to Fun Food Profits!!

Costs and profit projections are an estimate and for informational purposes only. These projections are not a guaranteed return on your investment. Cost does not include freight, shipping costs or other miscellaneous supplies.

## #1. Everyone starts here:

### Popcorn - Basic Opening Package

#2637 6 oz. Mega Pop &		
#2636 Easy Pop 1.6 per serving	16¢	
#2066 44GM Scoop Box	10¢	
	<u>26¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$ 1.50
Profit Margin	.74	1.24
% Profit	74%	82%



Yield: 248 servings per case

20 servings/day @ \$1.00 Retail = \$14.80 Profit per day  
\$14.80 X 30 Days = \$444.00 One Month's Profit

One Year Profit = \$5,328.00 (more or less)

Equipment Needed - #2656 Ultra 60 Special

Supplies Needed - #2637 6 oz. Mega Pop, #2636 EZ Pop 1.6 Oil, #2066 44GM Scoop Box, #2095 Heat 'N Kleen, #2173CN Kleen Sweep

### Popcorn - Medium Volume Opening Package

#2637 6 oz. Mega Pop &		
#2638 Naks Pop 2 per serving	19¢	
#2062 2GM Scoop Box	10¢	
	<u>29¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$1.25	\$ 2.00
Profit Margin	0.96	1.71
% Profit	76%	85%

Yield: 384 Servings per case

20 servings/day @ \$1.25 Retail = \$19.20 Profit per day  
\$19.20 X 30 Days = \$576 One Month's Profit

One Year Profit = \$6,912.00 (more or less)

Equipment Needed - #2488 Super 88 8 oz. Popper

Supplies Needed - #2837 Mega Pop Corn/Salt Kits, #2638 Naks Pop II Oil, #2062 2GM Boxes, #2095 Heat 'N Kleen, #2173CN Kleen Sweep

### Popcorn - Large Volume Opening Package

#2037 12 oz. Mega Pop &		
#2639 Naks Pop 4	30¢	
#2063 15GM Box	14¢	
	<u>44¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.50	\$ 2.25
Profit Margin	\$ 1.06	\$ 1.81
% Profit	70%	80%

Yield: 288 Servings per case

20 servings / day @ \$1.50 Retail = \$21.20 Profit per day  
\$21.20 X 30 Days = \$636.00 One Month's Profit

One Year Profit = \$7,692.00 (more or less)

Equipment Needed - #2003ST Stainless Steel Whiz Bang

Supplies Needed - #2037 Mega Pop Corn/Salt Kits, #2639 Naks Pop 4, #2063 15GM Box, #2555 Value Size Take Home Bag, #2095 Heat 'N Kleen, #2173 Kleen Sweep

## #2. Cotton Candy - Candy Floss

This is the easiest sweet treat.

Flossugar	11¢	
Cotton Candy Cone	2¢	
	<u>13¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$ 2.50
Profit Margin	.87	2.37
% Profit	87%	94%



Yield: 50 Servings per carton

20 servings / day @ \$1.00 Retail = \$17.40 Profit per day  
\$17.40 X 30 Days = \$522 One Month's Profit

One Year Profit = \$6,264.00 (more or less)

Equipment Needed - #3017SS Stainless Steel Econo Floss, #3043

Compact Bag Blower, #3148FC Floss About Cart

Supplies Needed - #3201 Boo Blue Flossugar, #3202 Silly Nilly Flossugar, #3021 Cotton Candy Cones, #3211 Floor Tree

Note: An inexpensive entry level machine is the #3024 Floss Boss - a much higher production machine but still economical is the #3077 Floss Maxx.

## #3a. Sno-Kones®

This is the easiest "refresher" fun food.

1 oz. RTU Syrup (Avg. Retail)	8¢	
Sno-Kone Cup	4¢	
Spoon Straw	1¢	
Ice (Approx. 1/2 lb.)	7¢	
	<u>20¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.00	\$ 1.50
Profit Margin	.80	1.30
% Profit	80%	86%



Yield: 1/2 pound of Ice

20 servings / day @ \$1.00 Retail = \$16.00 Profit per day  
\$16.00 X 30 Days = \$480.00 One Month's Profit

One Year Profit = \$5,760.00 (more or less)

Equipment Needed - #1003S SnoKonette

Supplies Needed - #1050-GA Cherry RTU, #1055-GA Blue Raspberry RTU, #1071 1 oz. Pumps, #1060-M SnoKone Cups, #1120-M Spoon Straw

Note: The Deluxe SnoKonette is a little nicer machine...the Shav-A-Doo is less expensive. The Bliz Whiz is the most automatic.

## #3b. Shave Ice

2 oz. Syrup from Concen. (Avg. Retail)	10¢	
#1407 Shave Ice Cup	12¢	
Spoon Straw	1¢	
Ice (Approx. 1/2 lb.)	7¢	
	<u>30¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$1.50	\$ 2.50
Profit Margin	1.20	2.20
% Profit	80%	88%



Yield: 1/3 to 1/2 lb. of Ice

20 servings / day @ \$1.50 Retail = \$24.00 Profit per day  
\$24.00 X 30 Days = \$720.00 One Month's Profit

One Year Profit = \$8,640.00 (more or less)

Equipment Needed - #1027 Hawaii's Finest or

#1087 Block Shaver

Supplies Needed - #1030 Strawberry, #1032 Grape, #1035 Blue Raspberry, #1407 12 oz. Cup, #1120M Spoon Straws

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## #4. Nachos

A Great Profit Mate for Drinks

Portion Pak Chips	45¢	
Portion Pak Cheese (or Salsa)	70¢	
Portion Pak Tray	9¢	
	<u>\$1.21</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 3.00	\$ 5.00
Profit Margin	1.76	3.76
% Profit	60%	75%



Yield 48 Cheese & Chip per Case

20 servings / day @ \$3.00 Retail = \$35.20 Profit per day  
\$35.20 X 30 Days = \$1,056.00 One Month's Profit

One Year Profit = \$12,670.00 (more or less)

Equipment Needed - #5587 Portion Pak Cheese Warmer  
Supplies Needed - #5277 Portion Pak Cheese, #5263 Portion Pak Tray, #5265 Portion Pak Chips

## #6. Hot Dogs

One of America's Favorite Snacks - The easiest to present

Hot Dog & Bun	75¢	
Foil Bag	6¢	
Condiments	5¢	
	<u>86¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.14	2.14
% Profit	57%	71%

Yield: 100 Hot Dogs per case

20 servings / day @ \$1.50 Retail = \$22.80 Profit per day  
\$22.80 X 30 Days = \$684 One Month's Profit

One Year Profit = \$8,208.00 (more or less)

Equipment Needed - #8024 Lil' Diggity Roller Grill, #8018 Bun Warmer, #8026 Sneeze Guard  
Supplies Needed - #5455 Foil Hot Dog Bags

## #8. Corn Dogs

The Hot Dog That's Done in its Own Bun

Hot Dog - 10 or 12 ct.	44¢	
Corn Dog Mix	19¢	
Setterstick	2¢	
Oil	6¢	
	<u>65¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.35	2.35
% Profit	67%	78%



Yield on 300 Corn Dogs per case of Mix

20 servings / day @ \$2.00 Retail = \$27.00 Profit per day  
\$27.00 X 30 Days = \$810.00 One Month's Profit

One Year Profit = \$9,720.00 (more or less)

Equipment Needed - #8048-D Small Fryer, #8070 Batter Dip Tank  
Supplies Needed - #5516 Dipsy Dog Mix, #4005-M Setterstix

## #10. Waffle Dogs

Breakfast on a Stick

Syrup	10¢	
Waffle Mix	15¢	
Setterstick	2¢	
	<u>27¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.73	2.73
% Profit	86%	91%

Yield on 600 Waffle Dogs per case of Mix

20 servings / day @ \$2.00 Retail = \$34.60 Profit per day  
\$34.60 X 30 Days = \$1,038.00 One Month's Profit

One Year Profit = \$12,456.00 (more or less)

Equipment Needed - #8048-D Small Fryer, #8070 Batter Dip Tank  
Supplies Needed - #5017 Waffle Mix, #4005-M Setterstix

## #5. Funnel Cakes

The Most Popular, Most Profitable Pastry  
A High Ticket Item at a Really Low Food Cost

#5100 Mix	27¢	
Confectionery Sugar	7¢	
8" Funnel Cake Plate	14¢	
Oil	6¢	
	<u>54¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.46	2.46
% Profit	73%	82%



Yield: 240 Funnel Cakes per case - 6-inch

20 servings / day @ \$2.00 Retail = \$29.20 Profit per day  
\$29.20 X 30 Days = \$876.00 One Month's Profit

One Year Profit = \$10,512.00 (more or less)

Equipment Needed - #8050-D FW-12 Fryer, #5103 8" Mold Ring, #5106 Funnel Cake Tool Kit

Supplies Needed - #5100 Pennsylvania Dutch Funnel Cake Mix, #5095 Oil 35 lbs., #5111 9" Funnel Cake Plates.

## #7. Frusheez®

The Semi-Frozen "Drink That You Eat"

Frusheez Mix	31¢	
14 oz. Cup	12¢	
Spoon Straw	1¢	
	<u>44¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.25	\$ 2.25
Profit Margin	.81	1.81
% Profit	64%	80%



Yield of mix is 15 gallons per case

20 servings / day @ \$1.25 Retail = \$16.20 Profit per day  
\$16.20 X 30 Days = \$486.00 One Month's Profit

One Year Profit = \$5,832.00 (more or less)

Equipment Needed - #1114 Two Bowl Frusheez Machine  
Supplies Needed - #1241 Cherry Frusheez Mix, #1242 Blue Raspberry Frusheez Mix, #1214 14 oz. Frusheez Cups, #1120-M Spoon Straws

## #9. Caramel Apple Chips (for Autumn Season)

The Adult Candy Apple - Kids Love Them Too!

Caramel Dip	30¢	
Apple	50¢	
Whipped Cream	16¢	
Nuts	8¢	
Bowl	6¢	
	<u>1.10¢</u>	Food Cost

Yield - 360 Caramel Apple Chip Servings per case.

World's Greatest Quick Serve Caramel Dip

	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.50	\$ 3.50
Profit Margin	1.40	2.40
% Profit	56%	68%

20 servings / day @ \$2.50 Retail = \$28.00 Profit per day  
\$28.00 X 30 Days = \$840.00 One Month's Profit

One Year Profit = \$10,080.00 (more or less)

Equipment Needed - #4211 Twin Warmer, #4185 Deluxe Apple Hacker  
Supplies Needed - #4225 World's Greatest - Quick Serve Caramel Apple Dip, #4128 Granulated Peanuts, #4183 Apple Bowls

# The Bucks Continue to Build Here

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## #11. Candy Apples

Apple	50¢	
Reddy Apple Mix	20¢	
Setterstix	2¢	
Apple Bag	5¢	
	<u>77¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.23	2.23
% Profit	61%	74%

Yield on Reddy Apple Mix is approximately 180 apples per case.

20 servings / day @ \$2.00 Retail = \$24.60 Profit per day  
\$24.60 X 30 Days = \$738 One Month's Profit

One Year Profit = \$8,858.00 (more or less)

Equipment Needed - #4016 Reddy Apple Cooker,  
#4140 Large Apple Pan  
Supplies Needed - #4007 Candy Apple Bags, #4146 Reddy Apple Mix,  
#4005-M Setterstix

## #13. Waffle Cones

Waf-A-Cone Mix	13¢	
4 oz. Soft Serve Mix	16¢	
Cone Boot	5¢	
	<u>34¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.75	\$ 2.75
Profit Margin	1.41	2.41
% Profit	80%	87%



Yield: 450 Waf-A-Cones per case mix  
250 4 oz. Servings per case - Soft Serve Mix

20 servings / day @ \$1.75 Retail = \$28.20 Profit per day  
\$28.20 X 30 Days = \$846.00 One Month's Profit

One Year Profit = \$10,152.00 (more or less)

Equipment Needed - #5020 Cone Baker, #8211 Display Case, #8215  
Counter Trays (2), #8217 Large Dish Forming Kit  
Supplies Needed - #8212 Vanilla Waf-A-Cone Mix, #8904 (6000) Cone  
Boots, #1217 Vanilla - Non-Dairy Soft Serve Mix

## #15. Belgian Waffles (7 1/4" Round)

Waffle Mix	53¢	
Strawberry Topping & Whip Cream	64¢	
	<u>\$1.17¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.95	\$ 4.95
Profit Margin	1.78	2.78
% Profit	61%	76%

Yield: 136 Waffles Per case  
96 - 2 oz. Servings per case - Strawberry Topping

20 servings / day @ \$2.95 Retail = \$35.60 Profit per day  
\$35.60 X 30 Days = \$1,068.00 One Month's Profit

One Year Profit = \$12,800 (more or less)

Equipment Needed - #3024 Belgian Waffle Baker  
Supplies Needed - #5017 One Step Belgian Waffle Mix,  
#5140 Strawberry Topping

## #12. Caramel Corn

Brings big profit to any location

Popped Corn	9¢	
Caramel Corn Mix	20¢	
Sugar	5¢	
Oil Bar	4¢	
Small CC Container	25¢	
Butter	5¢	
	<u>68¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.50	\$ 3.75
Profit Margin	1.82	3.07
% Profit	72%	82%



Yield: 20 - 3.5 oz. Containers per batch

20 servings / day @ \$2.50 Retail = \$36.40 a day Profit per day  
\$36.40 X 30 Days = \$1,092.00 One Month's Profit

One Year Profit = \$13,000.00 (more or less)

Equipment Needed - #2174ER 120 Volt Corn Treat Mixer,  
Small Cooling Pan (3)

Supplies Needed - Popped Popcorn, #2094 Caramel Corn Mix, Sugar,  
#2042 Oil Bars, #2135 Small Caramel Corn Container, Butter

## #14. Glaze Pop®

The Sweet Popcorn you make in your small 6oz.-8oz. Gold Medal Popper

Popcorn	9¢	
Oil	5¢	
4 oz. Glaze Pop	8¢	
#2060 Scoop Box	13¢	
	<u>35¢</u> Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.75	\$ 2.25
Profit Margin	1.40	1.90
% Profit	80%	84%

Yield: 672 Servings per case

20 servings / day @ \$1.75 Retail = \$28.00 Profit per day  
\$28.00 X 30 Days = \$840.00 One Month's Profit

One Year Profit = \$10,000 (more or less)

Equipment Needed - #2666 Twin 6 oz. Popper

Supplies Needed - #2637 Mega Pop Corn/Salt Kits, #2534 Caramel Lite  
Pouch, #2636 Easy Pop 1.6, #2060 Popcorn Box

## #16. Meister Bake Pretzels

Meister Bake Pretzel- 6oz.	\$1.18 Food Cost	
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	.82	1.82
% Profit	40%	60%

40 servings / day @ \$2.00 Retail = \$16.40 Profit per day  
\$16.40 X 30 Days = \$492.00 One Month's Profit

One Year Profit = \$5900.00 (more or less)

Equipment Needed - #5330 Pretzel Warmer

Supplies Needed - #5627 - Meister Bake Pretzels, Shelf Stable, 6oz. -  
Salted.



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## #17. Onion Blooms



Onion	60¢	
#5095 Oil	8¢	
#4191 Batter Mix	37¢	
	<u>\$1.05</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 3.95	\$ 5.95
Profit Margin	2.90	4.90
% Profit	73%	82%

Yield: One case #4191 contains 6, 5 lb. Boxes per case.  
One case will coat approximately 150 to 160 onions.

20 servings / day @ \$3.95 Retail = \$58.00 Profit per day  
\$58.00 X 30 Days = \$1740.00 One Month's Profit

One Year Profit = \$20,880.00 (more or less)

Equipment Needed - #8073 King 9 Fryer, #8052 Sing French Basket,  
#5057 Warm-A-Serv

Supplies Needed - #4191 Onion Mix, #5095 Liquid Heavy Duty Frying Oil

## #19. Ribbon Fries

Potato	50¢	
Seasoning	20¢	
Oil	7¢	
	<u>77¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.50	\$ 3.50
Profit Margin	1.73	2.73
% Profit	70%	78%

Yield 1 potato

20 servings / day @ \$2.50 Retail = \$34.60 Profit per day  
\$34.60 X 30 Days = \$1,038.00 One Month's Profit

One Year Profit = \$12,960.00 (more or less)

Equipment Needed - #5280M Motorized Ribbon Fry Cutter, #8068 King  
Dog Fryer, #8053 Twin Basket

Supplies Needed - #5095 35 lb. Oil, #2352 BBQ Savory,  
#2360 Cajun Savory

## #21. Sugar 'n Spice Frosted Almonds

Nuts	1.25	
#4503 Frosted Nut Mix	19¢	
#4515 Uncle Daves Vanilla	4¢	
#4502 Frosted Nut Cone	4¢	
	<u>1.52</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 3.00	\$ 4.00
Profit Margin	1.48	2.48
% Profit	49%	62%

Suggested Serving Size = 4 oz. per Serving

Yield: 2 lbs. finished product + per batch/8 servings

20 servings / day @ \$3.00 Retail = \$29.60 Profit per day  
\$29.60 X 30 Days = \$888.00 One Month's Profit

One Year Profit = \$10,656.00 (more or less)

Equipment Needed - #2180EL 120 Volt Pralinator, #4140 Aluminum Pan  
18" x 26", #2071 Aluminum Scoops

Supplies Needed - #4503 Frosted Nut Mix, #4515 Uncle Dave's Vanilla,  
#4502 Frosted Nut Cones

## #18. Fudge Puppies



Belgian Waffle Mix	17¢	
Setter Stick	2¢	
Chocolate	13¢	
	<u>32¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 1.00	\$ 2.50
Profit Margin	.68	2.18
% Profit	68%	87%

20 servings / day @ \$ 1.00 = \$13.60 One Day's Profit  
\$13.60 x 30 days = \$408.00 per month profit

One Year Profit = \$4,896.00 (more or less)

Equipment Needed - #5044 Waffle Dog Baker, #4211 Twin Warmer,  
#5535 Display Case

Supplies Needed - #5519 Chocolate Dip, #5017 Belgian Mix,  
#4005 Setterstix

## #20. Pizza



Slice Pepperoni Pizza	75¢	
Plate	10¢	
	<u>85¢</u>	Food Cost
	(Low Retail)	(High Retail)
Suggested Retail	\$ 2.50	\$ 3.00
Profit Margin	1.65	2.15
% Profit	66%	71%

Yield 72 count per case

20 servings / day @ \$2.50 Retail = \$33.00 Profit per day  
\$33.60 X 30 Days = \$990.00 One Month's Profit

One Year Profit = \$11,880.00 (more or less)

Equipment Needed - #5552PZ Combo Oven/Display Case  
Supplies Needed - 5" Round Deep-Dish Cheese Pizza

Now you have arrived in Profitland!

