

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

#1. Everyone starts here:

Popcorn - Basic Opening Package

#2637 6 oz. Mega Pop &		
#2636 Easy Pop 1.6 per serving	10¢	
#2066 44GM Scoop Box	8¢	
	<u>18¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$.80	\$ 1.25
Profit	.62	1.07
% Profit	80%	87%



Yield: 248 servings per case

20 servings/day @ 80¢ Retail = \$12.40 Profit per day
\$12.40 X 30 Days = \$372.00 One Month's Profit

One Year Profit = \$4,464.00 (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	10¢	
#2062 2GM Scoop Box	8¢	
	<u>18¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$1.25	\$ 2.00
Profit	1.07	1.82
% Profit	85%	91%

Yield: 384 Servings per case

20 servings/day @ \$1.25 Retail = \$21.40 Profit per day
\$21.40 X 30 Days = \$642 One Month's Profit

One Year Profit = \$7,704.00 (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	15¢	
#2063 15GM Box	10¢	
	<u>25¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.25
Profit	\$ 1.25	\$ 2.00
% Profit	83%	88%

Yield: 288 Servings per case

20 servings / day @ \$1.50 Retail = \$25.00 Profit per day
\$25.00 X 30 Days = \$750.00 One Month's Profit

One Year Profit = \$9,000.00 (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¢	
#3069 Ferris Wheel Bag	5¢	
	<u>16¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$1.00	\$ 2.50
Profit	.84	2.34
% Profit	85%	94%



Yield: 64 Servings per carton

20 servings / day @ \$1.00 Retail = \$16.80 Profit per day
\$16.80 X 30 Days = \$504 One Month's Profit

One Year Profit = \$6,048.00 (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	6¢	
Sno-Kone Cup	3¢	
Spoon Straw	1¢	
Ice	8¢	
	<u>18¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.00	\$ 1.50
Profit	.82	1.32
% Profit	82%	88%



Yield: 1/2 pound of Ice

20 servings / day @ \$1.00 Retail = \$16.40 Profit per day
\$16.40 X 30 Days = \$492.00 One Month's Profit

One Year Profit = \$5,900.00 (more or less)

Equipment Needed - #1003 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 Concentrate	8¢	
#1407 Shave Ice Cup	10¢	
Spoon Straw	1¢	
Ice	12¢	
	<u>31¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$1.50	\$ 2.50
Profit	1.19	2.19
% Profit	80%	88%



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

20 servings / day @ \$1.50 Retail = \$23.80 Profit per day
\$23.80 X 30 Days = \$714 One Month's Profit

One Year Profit = \$8,568.00 (more or less)

Equipment Needed - #1027 Hawaii's Finest or #1005 Shavemaster II

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

Continue Building Your Profit Foundation Here:

#4. Nachos

A Great Profit Mate for Drinks



Portion Pak Chips	34¢	
Portion Pak Cheese (or Salsa)	57¢	
Portion Pak Tray	10¢	
	<u>\$1.01</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 3.00	\$ 5.00
Profit	1.99	3.99
% Profit	66%	80%

Yield 48 Cheese & Chip per Case

20 servings / day @ \$3.00 Retail = \$39.80 Profit per day
\$39.80 X 30 Days = \$1,194.00 One Month's Profit

One Year Profit = \$14,328.00 (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

America's Favorite - The easiest to present



Hot Dog & Bun	30¢	
Foil Bag	5¢	
Condiments	3¢	
	<u>38¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.00	\$ 2.00
Profit	.62	1.62
% Profit	62%	81%

Yield: 100 Hot Dogs per case

20 servings / day @ \$1.00 Retail = \$12.40 Profit per day
\$12.40 X 30 Days = \$372 One Month's Profit

One Year Profit = \$4,464.00 (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.	15¢	
Corn Dog Mix	10¢	
Setterstick	1.5¢	
Oil	.5¢	
	<u>27¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.50
Profit	1.23	2.23
% Profit	82%	89%

Yield on 300 Corn Dogs per case of Mix

20 servings / day @ \$1.50 Retail = \$24.60 Profit per day
\$24.60 X 30 Days = \$738 One Month's Profit

One Year Profit = \$8,856.00 (more or less)

Equipment Needed - #8048-D Small Fryer, #8070 Batter Dip Tank

Supplies Needed - #5516 Dipsy Dog 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	18¢	
Confectionery Sugar	3¢	
8" Funnel Cake Plate	12¢	
Oil	5¢	
	<u>38¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.50
Profit	1.12	2.12
% Profit	75%	84%

Yield: 240 Funnel Cakes per case

20 servings / day @ \$1.50 Retail = \$22.40 Profit per day
\$22.40 X 30 Days = \$702.00 One Month's Profit

One Year Profit = \$8,424.00 (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., #5110 10" Funnel Cake Plates.

#7. Frusheez

The Semi-Frozen "Drink That You Eat"



Frusheez Mix	24¢	
14 oz. Cup	6¢	
Spoon Straw	1¢	
	<u>31¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.00	\$ 2.00
Profit	.69	1.69
% Profit	69%	84%

Yield of mix is 15 gallons per case

20 servings / day @ \$1.00 Retail = \$13.80 Profit per day
\$13.80 X 30 Days = \$414.00 One Month's Profit

One Year Profit = \$4,968.00 (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

The Adult Candy Apple - Kids Love Them Too!

Caramel Dip	18¢	
Apple	10¢	
Whipped Cream	12¢	
Nuts	5¢	
Bowl	4¢	
	<u>52¢</u>	Food Cost

Yield - 360 Caramel Apple Chip Servings per case.

World's Greatest Quick Serve Caramel Dip

(Low Retail) (High Retail)

Suggested Retail	\$ 1.75	\$ 2.50
Profit	1.23	1.98
% Profit	70%	79%

20 servings / day @ \$1.75 Retail = \$24.60 Profit per day
\$24.60 X 30 Days = \$738.00 One Month's Profit

One Year Profit = \$8,856.00 (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

#10. Candy Apples

Apple	10¢	
Reddy Apple Mix	15¢	
Setterstix	2¢	
Apple Bag	3¢	
	<u>30¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.50
Profit	1.20	2.20
% Profit	80%	88%

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

20 servings / day @ \$1.50 Retail = \$24.00 Profit per day
\$24.00 X 30 Days = \$720 One Month's Profit

One Year Profit = \$8,640.00 (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

#12. Waffle Cones

Waf-A-Cone Mix	11¢	
6 oz. Soft Serve Mix	10¢	
Cone Boot	3¢	
	<u>24¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.50
Profit	1.26	2.26
% Profit	84%	90%



Yield: 450 Waf-A-Cones per case mix
250 6 oz. Servings per case - Soft Serve Mix

20 servings / day @ \$1.50 Retail = \$25.20 Profit per day
\$25.20 X 30 Days = \$756.00 One Month's Profit

One Year Profit = \$9,072.00

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, #8214 Chocolate Waf-A-Cone Mix, #8904M (1000) Cone Boots, #1217 Vanilla - Non-Dairy Soft Serve Mix

#14. 4"x4" Belgian Waffles (3 1/2" Round)

Waffle Mix	37¢	
Strawberry Topping	64¢	
	<u>\$1.01¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.95	\$ 4.95
Profit	1.94	3.94
% Profit	66%	80%

Yield: 136 Waffles Per case

96 - 4 oz. Servings per case - Strawberry Topping

20 servings / day @ \$2.95 Retail = \$38.80 Profit per day
\$38.80 X 30 Days = \$1,164.00 One Month's Profit

One Year Profit = \$13,968

Equipment Needed - #3024 Belgian Waffle Baker

Supplies Needed - #4017 One Step Belgian Waffle Mix, #5140 Strawberry Topping

#11. Caramel Corn

Brings big profit to any location

Popped Corn	6¢	
Caramel Corn Mix	18¢	
4 Cups Sugar	4¢	
Oil Bar	4¢	
Super Saver Bag	8¢	
Butter	5¢	
	<u>45¢</u>	Food Cost



(Low Retail) (High Retail)

Suggested Retail	\$ 2.00	\$ 2.50
Profit	1.55	2.05
% Profit	78%	82%

Yield: 20 - 4 oz. Bags per batch

20 servings / day @ \$2.00 Retail = \$31.00 a day Profit per day
\$31.00 X 30 Days = \$930 One Month's Profit

One Year Profit = \$11,160.00

Equipment Needed - #2174 120 Volt Corntreat Mixer, Small Cooling Pan (3)

Supplies Needed - Popped Popcorn, #2094 Caramel Corn Mix, Sugar, #2042 Oil Bars, #2138 Corntreat Bags, Butter

#13. Glaze Pop

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

Popcorn	6¢	
Oil	4¢	
4 oz. Glaze Pop	7¢	
#2060 Scoop Box	10¢	
	<u>25¢</u>	Food Cost
		(Low Retail) (High Retail)

Suggested Retail	\$ 1.50	\$ 2.00
Profit	1.25	1.75
% Profit	84%	88%

Yield: 672 Servings per case

20 servings / day @ \$1.27 Retail = \$25.00 Profit per day
\$25.00 X 30 Days = \$750.00 One Month's Profit

One Year Profit = \$9,000 (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, #2066FP Frosted Popcorn Box

#15. Soft Pretzels

Jumbo Pretzel-Reg.	20¢	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.00	\$ 2.50
Profit	.80	2.30
% Profit	80%	92%



40 servings / day @ \$1.00 Retail = \$32.00 Profit per day
\$32.00 X 30 Days = \$960.00 One Month's Profit

One Year Profit = \$11,520.00

Equipment Needed - #2050 Pretzel Cabinet, #5552PR Pretzel Oven

The Bucks Continue to Build Here

#16. Onion Blooms

Onion
#5095 Oil
#4191 Batter Mix

50¢
6¢
27¢

83¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 3.95 \$ 5.95
Profit 3.12 5.12
% Profit 79% 86%

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 = \$62.60 Profit per day
\$62.60 X 30 Days = \$1878.00 One Month's Profit

One Year Profit = \$22,536.00 (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



#17. Fudge Puppies

Belgian Waffle Mix
Setter Stick
Chocolate

8¢
2¢
10¢

20¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 1.00 \$ 2.50
Profit .80 2.30
% Profit 80% 92%

20 servings / day @ \$ 1.00 = \$16.00 One Month's Profit
\$16.00 x 30 days = \$480.00 per month profit

One Year Profit = \$5,760.00

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

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



#18. Ribbon Fries

Potato
Seasoning
Oil

50¢
15¢
5¢

70¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 2.50 \$ 3.50
Profit 1.80 2.80
% Profit 72% 80%

Yield 1 potato

20 servings / day @ \$2.50 Retail = \$36.00 Profit per day
\$36.00 X 30 Days = \$1,080.00 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

#20. Sugar n Spice Frosted Almonds

Nuts
#4503 Frosted Nut Mix
#4515 Uncle Daves Vanilla
#4502 Frosted Nut Cone

50¢
15¢
3¢
3¢

71¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 2.50 \$ 3.00
Profit 2.33 2.29
% Profit 76% 93%

Suggested Serving Size = 4 oz. per Serving

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

20 servings / day @ \$2.50 Retail = \$46.60 Profit per day
\$46.60 X 30 Days = \$1,398.00 One Month's Profit

One Year Profit = \$16,776.00 (more or less)

Equipment Needed - #2180NS 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

#19. Pizza

Pizza
Plate

57¢
5¢

62¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 2.00 \$ 2.50
Profit 1.38 1.88
% Profit 69% 75%

Yield 72 pizzas per case

20 servings / day @ \$2.00 Retail = \$27.60 Profit per day
\$27.60 X 30 Days = \$828.00 One Month's Profit

One Year Profit = \$9,936.00 (more or less)

Equipment Needed - #5552PZ Combo Oven/Display Case

Supplies Needed - 5" Round Deep-Dish Pepperoni Pizza



#21. Smoothie O's

Smoothie O Mix
Cup

1.08¢
9¢

1.17¢ Food Cost

(Low Retail) (High Retail)

Suggested Retail \$ 2.50 \$ 3.50
Profit 1.33 2.33
% Profit 53% 67%

20 servings / day = \$26.60 Profit per day
\$26.60 X 30 Days = \$798.00 One Month's Profit

One Year Profit = \$9,576.00

Equipment Needed - #1114 - 2-Bowl Frusheez Machine

Supplies Needed - Smoothie O mix

Now you have arrived in Profitland!

