

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.
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#1. Everyone starts here:

Popcorn - Basic Opening Package

#2637 6 oz. Mega Pop &
#2636 Easy Pop 1.6 per serving 13¢
#2066 44GM Scoop Box 10¢



	23¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$1.00	\$ 1.50
Profit Margin	.77	1.27
% Profit	77%	84%

Yield: 248 servings per case

20 servings/day @ \$1.00 Retail = \$15.40 Profit per day
\$15.40 X 30 Days = \$462.00 One Month's Profit

One Year Profit = \$5,544.00 (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 14¢
#2062 2GM Scoop Box 10¢

	24¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$1.25	\$ 2.00
Profit Margin	1.01	1.76
% Profit	80%	88%

Yield: 384 Servings per case

20 servings/day @ \$1.25 Retail = \$20.20 Profit per day
\$20.20 X 30 Days = \$606 One Month's Profit

One Year Profit = \$7,272.00 (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 20¢
#2063 15GM Box 14¢

	34¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$ 1.50	\$ 2.25
Profit Margin	\$ 1.16	\$ 1.91
% Profit	77%	84%

Yield: 288 Servings per case

20 servings / day @ \$1.50 Retail = \$23.20 Profit per day
\$23.20 X 30 Days = \$696.00 One Month's Profit

One Year Profit = \$8,350.00 (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¢	
	13¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$1.00	\$ 2.50
Profit Margin	.87	2.37
% Profit	87%	94%

Yield: 64 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)	6¢	
Sno-Kone Cup	4¢	
Spoon Straw	1¢	
Ice (Approx. 1/2 lb.)	7¢	
	18¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$ 1.00	\$ 1.50
Profit Margin	.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 = \$5,904.00 (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)	8¢	
#1407 Shave Ice Cup	11¢	
Spoon Straw	1¢	
Ice (Approx. 1/2 lb.)	7¢	
	27¢ Food Cost	
	(Low Retail) (High Retail)	
Suggested Retail	\$1.50	\$ 2.50
Profit Margin	1.23	2.23
% Profit	82%	89%

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

20 servings / day @ \$1.50 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 - #1027 Hawaii's Finest or

#1087 Block Shaver

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

Continue Building Your Profit Foundation Here:

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#4. Nachos

A Great Profit Mate for Drinks

Portion Pak Chips	40¢	
Portion Pak Cheese (or Salsa)	64¢	
Portion Pak Tray	7¢	
	<u>\$1.11</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 3.00	\$ 5.00
Profit Margin	1.89	3.89
% Profit	63%	77%



Yield 48 Cheese & Chip per Case

20 servings / day @ \$3.00 Retail = \$37.80 Profit per day
\$37.80 X 30 Days = \$1,134.00 One Month's Profit

One Year Profit = \$13,608.00 (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	50¢	
Foil Bag	6¢	
Condiments	5¢	
	<u>61¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.50	\$ 2.50
Profit Margin	.89	1.89
% Profit	59%	75%

Yield: 100 Hot Dogs per case

20 servings / day @ \$1.50 Retail = \$17.80 Profit per day
\$17.80 X 30 Days = \$534 One Month's Profit

One Year Profit = \$6,408.00 (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.	20¢	
Corn Dog Mix	12¢	
Setterstick	2¢	
Oil	6¢	
	<u>40¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.60	2.60
% Profit	80%	86%



Yield on 300 Corn Dogs per case of Mix

20 servings / day @ \$2.00 Retail = \$32.00 Profit per day
\$32.00 X 30 Days = \$960.00 One Month's Profit

One Year Profit = \$11,520.00 (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	8¢	
Waffle Mix	10¢	
Setterstick	2¢	
Oil	6¢	
	<u>26¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.74	2.74
% Profit	87%	91%

Yield on 300 Waffle Dogs per case of Mix

20 servings / day @ \$2.00 Retail = \$34.80 Profit per day
\$34.80 X 30 Days = \$1,044.00 One Month's Profit

One Year Profit = \$12,528.00 (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	22¢	
Confectionery Sugar	7¢	
8" Funnel Cake Plate	14¢	
Oil	6¢	
	<u>49¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.51	2.51
% Profit	75%	83%



Yield: 240 Funnel Cakes per case

20 servings / day @ \$2.00 Retail = \$30.00 Profit per day
\$30.00 X 30 Days = \$900.00 One Month's Profit

One Year Profit = \$10,500.00 (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	28¢	
14 oz. Cup	12¢	
Spoon Straw	1¢	
	<u>41¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.25	\$ 2.25
Profit Margin	.84	1.84
% Profit	67%	81%



Yield of mix is 15 gallons per case

20 servings / day @ \$1.25 Retail = \$16.80 Profit per day
\$16.80 X 30 Days = \$504.00 One Month's Profit

One Year Profit = \$6,048.00 (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	28¢	
Apple	50¢	
Whipped Cream	14¢	
Nuts	8¢	
Bowl	6¢	
	<u>1.06¢</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	1.44	2.44
% Profit	57%	70%

20 servings / day @ \$2.50 Retail = \$28.80 Profit per day
\$28.80 X 30 Days = \$864.00 One Month's Profit

One Year Profit = \$10,400.00 (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	17¢	
Setterstix	2¢	
Apple Bag	4¢	
	<u>73¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.27	2.27
% Profit	63%	75%

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

20 servings / day @ \$2.00 Retail = \$25.40 Profit per day
\$25.40 X 30 Days = \$762 One Month's Profit

One Year Profit = \$9,144.00 (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	12¢	
6 oz. Soft Serve Mix	15¢	
Cone Boot	4¢	
	<u>31¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.75	\$ 2.75
Profit Margin	1.44	2.44
% Profit	84%	90%

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

20 servings / day @ \$1.75 Retail = \$28.80 Profit per day
\$28.80 X 30 Days = \$864.00 One Month's Profit

One Year Profit = \$9,072.00 (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, #8904M (1000) Cone Boots, #1217 Vanilla - Non-Dairy Soft Serve Mix

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

Waffle Mix	50¢	
Strawberry Topping & Whip Cream	64¢	
	<u>\$1.14¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.95	\$ 4.95
Profit Margin	1.81	3.81
% Profit	61%	76%

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

20 servings / day @ \$2.95 Retail = \$36.20 Profit per day
\$36.20 X 30 Days = \$1,086.00 One Month's Profit

One Year Profit = \$13,000 (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 Corntreat 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, #2066FP Frosted Popcorn Box

#16. Meister Bake Pretzels

Meister Bake Pretzel- 6oz.	84¢	
	<u>84¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.00	\$ 3.00
Profit Margin	1.16	2.16
% Profit	60%	70%

40 servings / day @ \$2.00 Retail = \$23.20 Profit per day
\$23.20 X 30 Days = \$696.00 One Month's Profit

One Year Profit = \$8352.00 (more or less)

Equipment Needed - #5330P Pretzel Warmer

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



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#17. Onion Blooms



Onion	55¢	
#5095 Oil	8¢	
#4191 Batter Mix	31¢	
	<u>94¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 3.95	\$ 5.95
Profit Margin	3.01	5.01
% Profit	76%	84%

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 = \$60.20 Profit per day
\$60.20 X 30 Days = \$1806.00 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

#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	1.00	
#4503 Frosted Nut Mix	19¢	
#4515 Uncle Daves Vanilla	4¢	
#4502 Frosted Nut Cone	4¢	
	<u>1.27</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 3.00	\$ 4.00
Profit Margin	1.73	2.73
% Profit	57%	68%

Suggested Serving Size = 4 oz. per Serving

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

20 servings / day @ \$3.00 Retail = \$34.60 Profit per day
\$34.60 X 30 Days = \$1,038.00 One Month's Profit

One Year Profit = \$16,776.00 (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	10¢	
	<u>29¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 1.00	\$ 2.50
Profit Margin	.71	2.21
% Profit	71%	88%

20 servings / day @ \$ 1.00 = \$14.20 One Day's Profit
\$14.20 x 30 days = \$426.00 per month profit

One Year Profit = \$5,112.00 (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

Pizza - 5" Round	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 60 pizzas 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

#22. Tea Wave Natural Fruit Smoothie Mix

TeaWave Mix & Water	91¢	
Cup	6¢	
	<u>97¢</u>	Food Cost
		(Low Retail) (High Retail)
Suggested Retail	\$ 2.50	\$ 4.00
Profit Margin	1.53	3.03
% Profit	61%	75%

20 servings / day = \$30.60 Profit per day
\$30.60 X 30 Days = \$918.00 One Month's Profit

One Year Profit = \$11,016.00 (more or less)

Equipment Needed - #1114 - 2-Bowl Frusheez Machine

Supplies Needed - TeaWave Mix & Water

Now you have arrived in Profitland!

