



RETAILER FRUIT BEVERAGE PROFIT ANALYSIS

Four-Flavor Program with Cabana

GROSS PROFIT
67¢




14 Ounce Serving
\$1.09 Suggested Retail Price



20 Ounce Serving
\$1.39 Suggested Retail Price

GROSS PROFIT
80¢

GROSS PROFIT ANALYSIS OF 14 & 20 OUNCE SERVINGS				
 Gross Case Profit-\$123.67	Serving Size	14 ounce	20 ounce	
	Suggested Retail Price		\$1.09	\$1.39
	Beverage Cost		36¢	51¢
	Cup Cost		6¢	8¢
	Gross Profit Per Serving		67¢	80¢
	GROSS PROFIT MARGIN %		62%	58%

\$11,723.92

** Gross Profit Potential Per Year (45 cups per day sold)*

Annual Profit * from Parrot-Ice beverage concentrate on 14 and 20 ounce cups usage:

For this profit scenario, the following assumptions were made:

Gross Profit based on: \$123.67 x 7.9 * cases per month x 12 months = \$11,723.92

The estimated cost of a case of beverage concentrate from your grocery supplier is \$72.00 delivered

Each case yields 2,816 ounces of frozen product (10% overrun). (4 gallons 4:1 concentrate)

Case Yield: 201 – 14-ounce servings per case of beverage concentrate. (50% of drink sales)

Case Yield: 141 – 20-ounce servings per case of beverage concentrate. (50% of drink sales)

***Delivered cost, ratio of sales of the 14 and 20 ounce cups, your store's sales and policies and other factors may affect actual profits.**

Prices do not include freight and are F.O.B. Houston, TX

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