



# RETAILER FRUIT BEVERAGE PROFIT ANALYSIS

## Four-Flavor Profit Curve 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¢**

<b>NET PROFIT ANALYSIS OF 14 &amp; 20 OUNCE SERVINGS</b>				
 <p><b>Net Case Profit-\$113.67*</b></p>	<b>Serving Size</b>	<b>14 ounce</b>	<b>20 ounce</b>	
	<b>Suggested Retail Price</b>		<b>\$1.09</b>	<b>\$1.39</b>
	<b>Beverage Cost</b>		<b>36¢</b>	<b>51¢</b>
	<b>Cup Cost</b>		<b>6¢</b>	<b>8¢</b>
	<b>Gross Profit Per Serving</b>		<b>67¢</b>	<b>80¢</b>
	<b>GROSS PROFIT MARGIN %</b>		<b>62%</b>	<b>58%</b>
	<b>Profit Curve Usage Fee</b>		<b>5¢</b>	<b>5¢</b>
	<b>Net Profit Margin \$</b>		<b>62¢</b>	<b>75¢</b>
	<b>NET PROFIT MARGIN %</b>		<b>57%</b>	<b>54%</b>

# **\$10,775.92**

*\* Net 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:

Net Profit based on: \$113.67 x 7.9\* cases per month x 12 months = \$10,775.92

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

Profit Curve Usage Fee of \$10 per case applies.

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

Parrot-Ice Drink Products of America, Ltd.  
13738 F.M. 529 Houston, Texas 77041  
1-800-777-8676 www.parrot-ice.com