



Gross Profit Analysis

GROSS PROFIT
73¢




14 Ounce Serving
\$1.09 Suggested Retail Price



20 Ounce Serving
\$1.39 Suggested Retail Price

GROSS PROFIT
88¢

GROSS PROFIT ANALYSIS OF A 14 & 20 OUNCE SERVINGS				
 <p>Net Case Profit-\$102.36</p>	Serving Size	14 ounce	20 ounce	
	Suggested Retail Price		\$1.09	\$1.39
	Beverage Cost		30¢	43¢
	Cup Cost		6¢	8¢
	Gross Profit Per Serving		73¢	88¢
	GROSS PROFIT MARGIN %		67%	63%

\$2,947.97
** Net Profit Potential Per Year*

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: \$102.36 x 2.4* cases per month x 12 months = \$2,947.97

The estimated cost of a case of beverage concentrate from your grocery supplier is \$45.76 delivered

Each case yields 2,112 ounces of frozen product (10% overrun). (6 – ½ gallon case of 4:1 concentrate)

Case Yield: 151 – 14-ounce servings per case of beverage concentrate. (60% of drink sales)

Case Yield: 106 – 20-ounce servings per case of beverage concentrate. (40% of drink sales)

***Delivered cost, ratio of sales of 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