




Gross Profit Analysis



12 Ounce Serving
\$1.49 Suggested Retail Price

GROSS PROFIT ANALYSIS OF A 12 OUNCE SERVING

Net Case Profit-<u>\$26.27</u> 	Serving Size	12 ounce
	Suggested Retail Price	\$1.49
	Beverage Cost	72¢
	Cup Cost	6¢
	Gross Profit Per Serving	71¢
	GROSS PROFIT MARGIN %	48%

\$3,467.64

** Net Profit Potential Per Year (13.5 cups per day sold)*

Annual Profit * from Parrot-Ice beverage concentrate on 12 ounce cup usage:

For this profit scenario, the following assumptions were made:

Net Profit based on: \$26.27 x 11* cases per month x 12 months = \$3,467.64

The estimated cost of a case of beverage concentrate from your grocery supplier is \$26.50 delivered

Each case yields 446 ounces of frozen product (10% overrun). (12 – 1 liter ready to use.)

Case Yield: 37 – 12 ounce servings per case of beverage.

***Delivered cost, ratio of sales of the 12 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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