



Educational Profit Analysis

Profit
\$.46
(61%)

Beverage & Cup Cost
\$.29

9-Ounce Serving

Profit
\$.55
(56%)

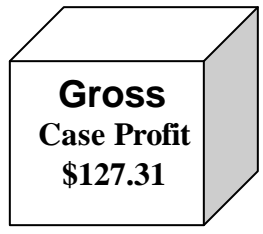
Beverage & Cup Cost
\$.44

14-Ounce Serving

NET PROFIT ANALYSIS OF 9& 14 OUNCE SERVINGS		
Serving Size	9-Ounce	14-Ounce
Suggested Retail Price	75¢	99¢
Beverage Cost	\$.25	\$.39
Cup Cost	\$.04	\$.05
School P.O.P./Promotions/Consumer Brand Awareness Program	Included	Included
Profit Per Serving	\$.46	\$.55
NET PROFIT MARGIN	61%	56%

All Equipment and P.O.P. is F.O.B. Houston, Texas

Annual Profit* from Parrot-Ice beverage concentrate on 9 and 14-ounce cups usage:



$$\begin{aligned}
 &\$127.31 \times 10 \text{ cases per month} \times 10 \text{ months} \\
 &= \$12,731.00
 \end{aligned}$$

For this profit scenario, the following assumptions were made:

- The estimated cost of a case of beverage concentrate from your distributor is \$78.00, delivered.
- Each case yields 2,816 ounces of frozen product (10% overrun). (4 gallon case of 4:1 concentrate)
- Case Yield: 312 – 9-ounce servings per case of beverage concentrate
- Case Yield: 201 – 14-ounce servings per case of beverage concentrate

**Profit per case is based on Parrot-Ice sales averages of five cases, per flavor, per month: 50% of sales are 9-ounce cup servings and 50% are 14-ounce cup servings. Profits shown are based on estimates. Delivered cost, ratio of the 9 and 14-ounce cups, your school's sales and policies and other factors may affect actual profits.*