



Food Service Gross Profit Analysis

**Profit
\$1.13**



14 Ounce Serving - \$1.49



**Profit
\$1.48**

20 Ounce Serving - \$1.99

GROSS PROFIT ANALYSIS OF A 14 & 20 OUNCE SERVING		
Serving Size	14 ounce	20 ounce
Suggested Retail Price	\$1.49	\$1.99
Beverage Cost	30¢	43¢
Cup Cost	6¢	8¢
Profit Per Serving	\$1.13	\$1.48
GROSS PROFIT MARGIN	76%	74%

Annual Beverage Profit Estimate*:

\$163.38 x 2.5 cases per month x 12 months = \$4,901.35

For this profit scenario, the following assumptions were made:

- 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 - 1/2 gallon case of 4:1 concentrate)
- Case yield: 151 - 14 ounce servings per case of beverage concentrate.
- Case yield: 106 - 20 ounce servings per case of beverage concentrate.

***Profit Per Case is based on Parrot-Ice national sales averages of 2.5 cases per month; 50% of sales are 14 ounce cup servings and 50% are 20 ounce cup servings. Profits shown are based on estimates. 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.**