



Gross Profit Analysis

**Profit
\$1.21**



12 Ounce Serving - \$1.99

<i>GROSS PROFIT ANALYSIS OF A 12 OUNCE SERVING</i>	
Serving Size	12 ounce
Suggested Retail Price	\$1.99
Beverage Cost	72¢
Cup Cost	6¢
Profit Per Serving	\$1.21
<i>GROSS PROFIT MARGIN</i>	61%

Annual Beverage Profit Estimate*:

\$44.77 x 11 cases per month x 12 months = \$5,909.64

***For this profit scenario, the following assumptions were made:**

- The estimated delivered cost of a case of ready-to-use cappuccino beverage from your food service 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.

***Profit Per Case is based on Java Frost national sales averages of eleven cases per month; 100% of sales are 12 ounce cup servings. Profits shown are based on estimates. Delivered cost, your store's sales and policies, and other factors may affect actual profits.**