



Food Service Gross Profit Analysis



Profit
\$1.07

14 Ounce Serving - \$1.49



Profit
\$1.40

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 | 36¢ | 51¢ |
| Cup Cost | 6¢ | 8¢ |
| Profit Per Serving | \$1.07 | \$1.40 |
| GROSS PROFIT MARGIN | 72% | 70% |

Annual Beverage Profit Estimate*:

\$206.17 x 4 cases per month x 12 months = \$9,896.16

For this profit scenario, the following assumptions were made:

- The estimated cost of a case of beverage concentrate from your grocery supplier is \$72.00 delivered.
- Each case yields 2,816 ounces of frozen product (10% overrun). (4 - 1 gallon case of 4:1 concentrate)
- Case yield: 201 - 14 ounce servings per case of beverage concentrate.
- Case yield: 141 - 20 ounce servings per case of beverage concentrate.

***Profit Per Case is based on Parrot-Ice national sales averages of four 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.**

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