

Guide To Your Profit Potential*

#1a. Popcorn - Basic Opening Package

A great place to get started in snack sales!

#2636 6 oz. Mega Pop Corn, Oil & Salt Kit 12¢

#2066 44GM Scoop Box 10¢

22¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$1.50
Profit Margin	.78	\$1.28
% Profit	78%	85%

Yield: 288 servings per case

20 servings/day @ \$1.00 Retail = \$15.60 Profit per day

\$15.60 X 30 Days = \$468.00 One Month's Profit

One Year Profit = \$5,616.00 (more or less)

Equipment Needed: #2656 Ultra 60 Special

Supplies Needed: #2636 6 oz. Mega Pop Corn, Oil & Salt Kit;

#2066 44GM Scoop Box; #2095 Heat 'N Kleen;

#2173CN Kleen Sweep

See info beginning on page 8 and 31.

#1b. Popcorn - Medium Volume Opening Package

Pop up fresh taste and great value!

#2838 8 oz. Mega Pop Corn, Oil & Salt Kit 16¢

#2062 2GM Scoop Box 10¢

26¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$1.25	\$2.00
Profit Margin	.99	\$1.74
% Profit	79%	87%

Yield: 384 servings per case

20 servings/day @ \$1.25 Retail = \$19.80 Profit per day

\$19.80 X 30 Days = \$594 One Month's Profit

One Year Profit = \$7,128.00 (more or less)

Equipment Needed: #2488 Super 88 8 oz. Popper

Supplies Needed: #2838 8 oz. Mega Pop Corn, Oil & Salt Kit;

#2062 2GM Boxes; #2095 Heat 'N Kleen; #2173CN Kleen Sweep

See info beginning on page 8 and page 31.

#1c. Popcorn - Large Volume Opening Package

Get both quantity and quality to keep up with the hungry crowds!

#2839 12 oz. Mega Pop Corn, Oil & Salt Kit 22¢

#2063 15GM Box 14¢

36¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$1.50	\$2.25
Profit Margin	\$1.14	\$1.89
% Profit	76%	84%

Yield: 288 servings per case

20 servings / day @ \$1.50 Retail = \$22.80 Profit per day

\$22.80 X 30 Days = \$684.00 One Month's Profit

One Year Profit = \$8,208.00 (more or less)

Equipment Needed: #2003ST Stainless Steel Whiz Bang

Supplies Needed: #2839 12 oz. Mega Pop Corn, Oil & Salt Kit;

#2063 15GM Box; #2555 Value Size Take Home Bag;

#2095 Heat 'N Kleen; #2173 Kleen Sweep

See info beginning on page 12 and 31.

#2. Cotton Candy - Candy Floss

Easily a best-seller in nearly any setting.

Flossugar 14¢

#3021 Cotton Candy Cone 2¢

16¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$2.50
Profit Margin	.84	\$2.34
% Profit	84%	94%

Yield: 50 servings per carton

20 servings / day @ \$1.00 Retail = \$16.80 Profit per day

\$16.80 X 30 Days = \$504 One Month's Profit

One Year Profit = \$6,048.00 (more or less)

Equipment Needed: #3017SS Stainless Steel Econo Floss;

#3043 Compact Bag Blower; #3148FC Floss About Cart

Supplies Needed: #3201 Boo Blue Flossugar;

#3202 Silly Nilly Flossugar; #3021 Cotton Candy Cones;

#3211 Floor Tree

Note: An inexpensive entry level machine is the

#3024 Floss Boss - a much higher production machine but still economical is the #3077 Floss Maxx.

See info beginning on page 53.

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#3a. Sno-Kones®

Serve up the household name for icy treats.



1 oz. RTU Syrup (Avg. Retail)	8¢
#1060M Sno-Kone® Cup	4¢
#1120M Spoon Straw	1¢
Ice (Approx. 1/2 lb.)	7¢
20¢ Food Cost	

	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$1.50
Profit Margin	.80	\$1.30
% Profit	80%	87%

Yield: 1/2 lb. of ice

20 servings / day @ \$1.00 Retail = \$16.00 Profit per day
\$16.00 X 30 Days = \$480.00 One Month's Profit

One Year Profit = \$5,760.00 (more or less)

Equipment Needed: #1003S Sno-Konette

Supplies Needed: #1050GA Cherry RTU;
#1055GA Blue Raspberry RTU; #1071 1 oz. Pumps;
#1060M Sno-Kone® Cups; #1120M Spoon Straw

Note: The Deluxe Sno-Konette is a little nicer machine. The Shav-A-Doo is less expensive. The Bliz Whiz is the most automatic.

See info beginning on page 65.

#3b. Shave Ice

Everyone loves the refreshing chill of shave ice!



2 oz. Syrup from Concentrate (Avg. Retail)	10¢
#1407 Shave Ice Cup	12¢
#1120M Spoon Straw	1¢
Ice (Approx. 1/2 lb.)	7¢
30¢ Food Cost	

	(Low Retail)	(High Retail)
Suggested Retail	\$1.50	\$2.50
Profit Margin	\$1.20	\$2.20
% Profit	80%	88%

Yield: 1/3 lb. to 1/2 lb. ice

20 servings / day @ \$1.50 Retail = \$24.00 Profit per day
\$24.00 X 30 Days = \$720.00 One Month's Profit

One Year Profit = \$8,640.00 (more or less)

Equipment Needed: #1027 Hawaii's Finest® or #1087 Block Shaver

Supplies Needed: #1030 Strawberry; #1032 Grape;
#1035 Blue Raspberry; #1407 12 oz. Cup;
#1120M Spoon Straws

See info beginning on page 62.

#4. Nachos

One of the fastest-growing, most asked-for snacks.



#5265 Portion Pak Chips	45¢
#5277 Portion Pak Cheese	70¢
#5263 Portion Pak Tray	10¢
\$1.25 Food Cost	

	(Low Retail)	(High Retail)
Suggested Retail	\$3.00	\$5.00
Profit Margin	\$1.75	\$3.75
% Profit	58%	75%

Yield: 48 Cheese and Chips per case

20 servings / day @ \$3.00 Retail = \$35.00 Profit per day
\$35.00 X 30 Days = \$1,050.00 One Month's Profit

One Year Profit = \$12,600.00 (more or less)

Equipment Needed: #5587 Portion Pak Cheese Warmer

Supplies Needed: #5277 Portion Pak Cheese;
#5263 Portion Pak Tray; #5265 Portion Pak Chips

See info beginning on page 85.

#5. Funnel Cakes

The most popular, most profitable pastry.



#5100 Mix	27¢
Confectionery Sugar	7¢
Funnel Cake Plate	14¢
Oil	6¢
54¢ Food Cost	

	(Low Retail)	(High Retail)
Suggested Retail	\$2.00	\$3.00
Profit Margin	\$1.46	\$2.46
% Profit	73%	82%

Yield: 240 Funnel Cakes per case – 6-inch

20 servings / day @ \$2.00 Retail = \$29.20 Profit per day
\$29.20 X 30 Days = \$876.00 One Month's Profit

One Year Profit = \$10,512.00 (more or less)

Equipment Needed: #8050D FW-12 Fryer; #5104 6" Mold Ring;
#5106 Funnel Cake Tool Kit

Supplies Needed: #5100 Pennsylvania Dutch Funnel Cake Mix;
#5095 Oil 35 lbs.; #5111 9" Funnel Cake Plates

See info beginning on page 77.

Guide To Your Profit Potential*

#6. Hot Dogs

An easy-to-serve All-American favorite!

Hot Dog & Bun	75¢
#5455 Foil Bag	6¢
Condiments	5¢
86¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.00	\$3.00
Profit Margin	\$1.14	\$2.14
% Profit	57%	71%

Yield: 100 Hot Dogs per case

20 servings / day @ \$2.00 Retail = \$22.80 Profit per day
\$22.80 X 30 Days = \$684 One Month's Profit

One Year Profit = \$8,208.00 (more or less)

Equipment Needed: #8024 Lil' Diggity Roller Grill;
#8018 Bun Warmer; #8026 Sneeze Guard

Supplies Needed: #5455 Foil Hot Dog Bags

See info beginning on page 90.

#8. Corn Dogs

The delicious dog-on-a-stick!

Hot Dog – 10 or 12 ct.	44¢
#5516 Corn Dog Mix	19¢
#4005 Setterstix	2¢
Oil	6¢
71¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.00	\$3.00
Profit Margin	\$1.29	\$2.29
% Profit	65%	76%

Yield: 300 Corn Dogs per case of mix

20 servings / day @ \$2.00 Retail = \$25.80 Profit per day
\$25.80 X 30 Days = \$774.00 One Month's Profit

One Year Profit = \$9,288.00 (more or less)

Equipment Needed: #8048D Small Fryer; #8070 Batter Dip Tank

Supplies Needed: #5116 Dipsy Dog Mix; #4005M Setterstix

See info beginning on page 81.

#7. FrusheeZ®

For cool, tasty refreshment, nothing beats a slush drink!

FrusheeZ® Mix	31¢
#1214 14 oz. Cup	12¢
#1120M Spoon Straw	1¢
44¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$1.25	\$2.25
Profit Margin	.81	\$1.81
% Profit	65%	80%

Yield: 15 gallons per case of mix

20 servings / day @ \$1.25 Retail = \$16.20 Profit per day
\$16.20 X 30 Days = \$486.00 One Month's Profit

One Year Profit = \$5,832.00 (more or less)

Equipment Needed: #1114 Two Bowl FrusheeZ® Machine

Supplies Needed: #1241 Cherry FrusheeZ® Mix;
#1242 Blue Raspberry FrusheeZ® Mix;
#1214 14 oz. FrusheeZ® Cups; #1120M Spoon Straws

See info beginning on page 71.

#9. Caramel Apple Chips (for autumn season)

The easy-to-eat option for caramel apple lovers!

#4225 Caramel Dip	30¢
Apple	50¢
Whipped Cream	16¢
#4128 Nuts	8¢
Bowl	6¢
\$1.10 Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.50	\$3.50
Profit Margin	\$1.40	\$2.40
% Profit	56%	69%

Yield: 360 Caramel Apple Chip Servings per case of
World's Greatest Quick Serve Caramel Dip

20 servings / day @ \$2.50 Retail = \$28.00 Profit per day
\$28.00 X 30 Days = \$840.00 One Month's Profit

One Year Profit = \$10,080.00 (more or less)

Equipment Needed: #4211 Twin Warmer;
#4185 Deluxe Apple Hacker

Supplies Needed: #4225 World's Greatest -
Quick Serve Caramel Apple Dip; #4128 Granulated Peanuts
See info beginning on page 101.

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#10. Waffle on a Stick

The convenient & irresistible breakfast!

Syrup	10¢
#5017 Waffle Mix	15¢
#4005M Setterstix	2¢
27¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.00	\$3.00
Profit Margin	\$1.73	\$2.73
% Profit	87%	91%

Yield: 600 Waffles per case of mix

20 servings / day @ \$2.00 Retail = \$34.60 Profit per day
\$34.60 X 30 Days = \$1,038.00 One Month's Profit

One Year Profit = \$12,456.00 (more or less)

Equipment Needed: #5044 Waffle Dog Baker

Supplies Needed: #5017 Waffle Mix; #4005M Setterstix

See info beginning on page 96.

#11. Candy Apples

Enjoy a harvest of profits!

Apple	50¢
#4146 Reddy Apple Mix	20¢
#4005M Setterstix	2¢
#4007 Apple Bag	5¢
77¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.00	\$3.00
Profit Margin	\$1.23	\$2.23
% Profit	62%	74%

Yield: Approximately 180 apples per case of Reddy Apple Mix

20 servings / day @ \$2.00 Retail = \$24.60 Profit per day
\$24.60 X 30 Days = \$738 One Month's Profit

One Year Profit = \$8,856.00 (more or less)

Equipment Needed: #4016 Reddy Apple Cooker;
#4140 Large Apple Pan

Supplies Needed: #4007 Candy Apple Bags;
#4146 Reddy Apple Mix; #4005M Setterstix

See info beginning on page 101.

#12. Caramel Corn

The popular and profitable snack!

Popped Corn	9¢
#2094 Caramel Corn Mix	20¢
Sugar	5¢
#2042 Oil Bar	4¢
#2135 Small CC Container	29¢
Butter	5¢
72¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$2.50	\$3.75
Profit Margin	\$1.78	\$3.03
% Profit	71%	81%

Yield: 20 - 3.5 oz. Containers per batch

20 servings / day @ \$2.50 Retail = \$35.60 Profit per day
\$35.60 X 30 Days = \$1,068.00 One Month's Profit

One Year Profit = \$12,816.00 (more or less)

Equipment Needed: #2174ER 120 Volt Corn Treat Mixer OR
#2175ER Mark 5 Cooker Mixer; Small Cooling Pan (3);
#5838 Rolling Truck; #2424 Base

Supplies Needed: Popped Popcorn; #2094 Caramel Corn Mix;
#2042 Oil Bars; #2135 Small Caramel Corn Container;
Sugar; Butter

See info beginning on page 40.

#13. Waffle Cones

Nothing sells ice cream better than a tasty waffle cone!

#8212 Waf-A-Kone Mix	15¢
4 oz. Soft Serve Mix	16¢
#8904 Cone Jacket	5¢
36¢ Food Cost	



	(Low Retail)	(High Retail)
Suggested Retail	\$1.75	\$2.75
Profit Margin	\$1.39	\$2.39
% Profit	79%	87%

Yield: 450 Waf-A-Kones per case mix

20 servings / day @ \$1.75 Retail = \$27.80 Profit per day
\$27.80 X 30 Days = \$834.00 One Month's Profit

One Year Profit = \$10,008.00 (more or less)

Equipment Needed: #5020 Cone Baker; #8211 Display Case;
#8215 Counter Trays (2); #8217 Large Dish Forming Kit

Supplies Needed: #8212 Vanilla Waf-A-Kone Mix,
#8904 (6,000) Giant Cone Jackets

See info beginning on page 96.

Guide To Your Profit Potential*

#14. Glaze Pop®

Flavorful popcorn made right in your kettle!

Popcorn	9¢
Oil	5¢
Glaze Pop®	8¢
#2060 Scoop Box	14¢

36¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$1.75	\$2.25
Profit Margin	\$1.39	\$1.89
% Profit	79%	84%

Yield: 672 servings per case

20 servings / day @ \$1.75 Retail = \$27.80 Profit per day
\$27.80 X 30 Days = \$834.00 One Month's Profit

One Year Profit = \$10,008.00 (more or less)

Equipment Needed: #2666 Twin 6 oz. Popper

Supplies Needed: #2637 Mega Pop Corn/Salt Kits; #2534 Caramel Lite Pouch; #2636 Easy Pop 1.6 oz.; #2060 Popcorn Box

See Glaze Pop® on page 48.

#15. Belgian Waffles (7.25" Round)

Give in to that sweetness craving!

Waffle Mix	54¢
Strawberry Topping & Whip Cream	64¢

\$1.18 Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$2.95	\$4.95
Profit Margin	\$1.77	\$3.77
% Profit	60%	76%

Yield: 136 Waffles per case /

96 - 2 oz. servings per case – Strawberry Topping

20 servings / day @ \$2.95 Retail = \$35.40 Profit per day
\$35.40 X 30 Days = \$1,062.00 One Month's Profit

One Year Profit = \$12,744.00 (more or less)

Equipment Needed: #5021 Belgian Waffle Baker

Supplies Needed: #5017 One Step Belgian Waffle Mix; #5140 Strawberry Topping

See info beginning on page 96.

#16. Sweet Selections™ Fudge

Create your own indulgence!

#2715 Chocolate Fudge Mix	\$1.43
Butter	\$0.32
Water	\$0.00

\$1.75 Food Cost



1/2 lb. Fudge	(Low Retail)	(High Retail)
Suggested Retail	\$8.99	\$12.99
Profit Margin	\$7.24	\$11.24
% Profit	81%	87%

Yield: Approx. 8 lbs. of fudge per mix

20 servings / day @ \$8.99 Retail = \$144.80 Profit per day
\$144.80 X 30 Days = \$4,344.00 One Month's Profit

One Year Profit = \$52,128.00 (more or less)

Equipment Needed: #2183-00-000 Fudge Mixer

Supplies Needed: #2715 Chocolate Fudge Mix

See info on page 51.

#17. Onion Blooms

Fry up this well-known favorite appetizer!

Onion	60¢
#5095 Oil	8¢
#4191 Batter Mix	37¢

\$1.05 Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$3.95	\$5.95
Profit Margin	\$2.90	\$4.90
% Profit	73%	82%

Yield: #4191 contains 6 - 5 lb. boxes per case /

One case will coat approximately 150 to 160 onions

20 servings / day @ \$3.95 Retail = \$58.00 Profit per day
\$58.00 X 30 Days = \$1,740.00 One Month's Profit

One Year Profit = \$20,880.00 (more or less)

Equipment Needed: #8073 King 9 Fryer; #8052 Large Fryer Basket; #5057 Warm-A-Serv

Supplies Needed: #4191 Onion Mix; #5095 Liquid Heavy Duty Frying Oil

See deep-fried onion mix on page 83.

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#18. Fudge Puppies

The decadent dessert topped with chocolate and whipped cream!



#5017 Belgian Waffle Mix	17¢
#4005 Setterstix	2¢
#5519 Chocolate Dip	13¢

32¢ Food Cost

	(Low Retail)	(High Retail)
Suggested Retail	\$1.00	\$2.50
Profit Margin	\$.68	\$2.18
% Profit	68%	87%

20 servings / day @ \$ 1.00 = \$13.60 Profit per day
\$13.60 x 30 days = \$408.00 per month profit

One Year Profit = \$4,896.00 (more or less)

Equipment Needed: #5044 Waffle Dog Baker;
#4211 Twin Warmer; #5535 Display Case

Supplies Needed: #5519 Chocolate Dip;
#5017 Belgian Waffle Mix; #4005 Setterstix

See info beginning on page 96.

#19. Ribbon Fries

Turn your potatoes into the best-tasting fries!



Potato	50¢
Seasoning	20¢
#5095 Oil	7¢

77¢ Food Cost

	(Low Retail)	(High Retail)
Suggested Retail	\$2.50	\$3.50
Profit Margin	\$1.73	\$2.73
% Profit	70%	78%

Yield: 1 potato

20 servings / day @ \$2.50 Retail = \$34.60 Profit per day
\$34.60 X 30 Days = \$1,038.00 One Month's Profit

One Year Profit = \$12,456.00 (more or less)

Equipment Needed: #5280M Motorized Ribbon Fry Cutter;
#8068 King Dog Fryer; #8052 Single Fry Basket

Supplies Needed: #5095 35 lb. Oil; #2352 BBQ Savory
#2360 Cajun Savory

See info beginning on page 81.

#20. Pizza

Satisfy your customer's appetite!

Slice Pepperoni Pizza	75¢
Plate	10¢

85¢ Food Cost



	(Low Retail)	(High Retail)
Suggested Retail	\$2.50	\$3.00
Profit Margin	\$1.65	\$2.15
% Profit	66%	72%

Yield: 72 count per case

20 servings / day @ \$2.50 Retail = \$33.00 Profit per day
\$33.60 X 30 Days = \$990.00 One Month's Profit

One Year Profit = \$11,880.00 (more or less)

Equipment Needed: #5552PZ Combo Oven/Display Case

Supplies Needed: 5" Round Deep-Dish Cheese Pizza

See info beginning on page 105.

#21. Sugar 'n Spice Frosted Almonds

Customers love the classic flavor of frosted nuts!



Nuts	\$1.25
#4503 Frosted Nut Mix	19¢
#4515 Uncle Dave's Vanilla	4¢
#4502 Frosted Nut Cone	4¢

\$1.52 Food Cost

Approx. 4 oz.	(Low Retail)	(High Retail)
Suggested Retail	\$3.00	\$5.00
Profit Margin	\$1.48	\$3.48
% Profit	49%	70%

Suggested Serving Size = 4 oz. per serving

Yield: 2 lbs. finished product + per batch/8 servings

20 servings / day @ \$3.00 Retail = \$29.60 Profit per day
\$29.60 X 30 Days = \$888.00 One Month's Profit

One Year Profit = \$10,656.00 (more or less)

Equipment Needed: #2180EL 120 Volt Pralinator;
#4140 Aluminum Pan 18" x 26"; #2071 Aluminum Scoops;
#2424 Base

Supplies Needed: #4503 Frosted Nut Mix;
#4515 Uncle Dave's Vanilla; #4502 Frosted Nut Cones

See info beginning on page 52.