



# GOLD MEDAL<sup>®</sup>

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## START YOUR OWN MONEY-MAKING CONCESSIONS BUSINESS

**EARN \$200  
TO \$2,000  
PER WEEK  
OR MORE!**



**Sell America's Favorite Fun Foods! Easy Fun...Easy Foods...Easy Profits!**

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**START YOUR OWN MONEY MAKING CONCESSIONS BUSINESS**



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### WHERE TO SELL

Fun Foods can be sold wherever people gather. From Amusement Parks to Zoos and Aquariums, we've created a list of suggestions and pointers on how to find additional locations.

### GET MOBILE

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***Sell America's Favorite Fun Foods! Easy Fun...Easy Foods...Easy Profits!***



**Caramel Corn**



**Shave Ice or Sno-Kones®**



**Nachos**

***Remember... You don't pay the price for success. You invest in success and pay the price for failure. Invest in money makers!***



**Popcorn, Kettle Corn, Cheese Corn**



**Funnel Cakes**



**Cotton Candy**

## ***The Secret to Successful Fun Food Profits***

You CAN easily earn \$200 to \$2,000 a week or more, as you get your Fun Food sales business started.

We've got a time-tested process and we will be with you every step of the way. Since our beginning in 1931, we've seen many, many people become Fun Food operators wherever crowds congregate, pass by, shop, relax, or act as spectators. Our industry is one of the few that is practically recession proof.

The "staycation" is in and equals a gold mine. Most people are staying closer to home. Nearby attractions will get 100% traffic increase or more, if there's something for the kids - like cotton

candy, for example. Spectator counts at little leagues, youth soccer, and middle school sports have exploded! Yet, nearly all these events have little in the way of Fun Food sales. Staycations are creating profit-making opportunities for enterprising individuals who want to set up and sell Fun Foods (an average of 70% to 80% gross profits).

In this book, we will show you ways to start/expand a business, how to double and triple your profits, and how much you can make. We'll help you create that perfect job, personalizing your profit plan and giving you the customer service that has helped us be an industry leader since 1931. This book is just one of the great resources available. Please feel free to contact us at any point for more information.



## ***It's Easy to Get Started***

The first thing to realize is that they are called Fun Foods for a reason. Our delicious “comfort foods” have been making people happy since 1931. They ate them as kids and are sharing that experience with their children. What other industry can you help build memories, make tremendous profits, and have so much fun? As our chairman says, “You can’t live forever eating popcorn, but you can sell enough to buy what it takes to make you healthy.”

Plus, Fun Foods are people magnets, helping you stand out from the crowd. They stir attention and create great word-of-mouth advertising. Fun Foods are easy to sell in a number of locations (see page 3 for suggestions) and drive people to splurge. In fact, special events within an hour drive from your home hold a great opportunity for you, as they are often under-equipped to do their own Fun Food sales.

In a later section, we’ll share success stories from some of our customers. You’ll see how easy it was for them to start their business and find the products that make money. Until then, we’d like to share some secrets to earning \$200 to \$2,000 or more per week.

### **SHOW ME THE MONEY**

Nowadays, there aren’t many things that will give you more than 70% gross profits on your sales revenue. You can make a lot of money from Fun Foods with a little hard work and ingenuity—work less than 25 weeks and make \$100,000 in a year when

you become really good at booking events. The exact payoff will depend on your type of location and the price you charge. (For example, at some events you will sell cotton candy for \$1 and others you will sell a larger size for \$2.50. Either way, it’s very profitable.)

One of the best ways to decide which product will work for you, and make you the most money for your market, is to look at “Profitland” (pages 8-11). While the costs and profit projections are an estimate and for informational purposes only, you can quickly and clearly see sample selling prices and average gross margins. There is also our online profit calculator on the [www.gmpopcorn.com](http://www.gmpopcorn.com).

### **SMALL INVESTMENTS, BIG PAYOFFS**

You don’t need to have a dedicated shop to make money. For example, you can try out Fun Foods by selling an assortment of items from trailer on the weekends. Or, simply try your hand selling at a local festival booth. Other than caramel corn and popcorn shops, most of our Fun Food operators work part time.

No matter where you plan to sell, we have a number of large and small machines to meet your needs, plus the supplies to go with them. Don’t be afraid to start small and add on as you grow. As we like to say, the only time you start on top is when you are digging a grave.

It's also important to keep in mind how quickly you can pay off a machine. In the example below, you would only have to sell around 500 servings from each machine at \$2.00 to pay it off (or, if your market will bear it, charge more and sell fewer servings). That number is very manageable when you have a good location and promote your products with the help of Gold Medal's posters, eye-catching supplies like personalized Cone-O-Corn cups, and other suggestions from a representative. Quite often, your first really busy weekend will pay for the three machines listed below.

**Sample Purchase for a Small Trailer or Booth:**

12-oz. Whiz Bang Popcorn Machine (#2003)—\$1,495

Auto Breeze Cotton Candy Machine (#3052)—\$1,095

A Deluxe Sno-Konette Ice Shaver (#1002)—\$899



**#2003 Whiz Bang  
Popcorn Machine**

**#3052 Auto Breeze  
Cotton Candy Machine**

**#1002 Deluxe  
Sno-Konette Ice Shaver**



Or you can buy one great machine and build up to selling other items. Later in the book, you will read about a Cincinnati gentleman who started small with funnel cakes and now makes tens of thousands of dollars per year. One man in Colorado

bought a Polar Pete Sno-Kone® Machine (#1890), mounted it on a cart with syrup holders, and sold Sno-Kones® at a local park. The look of Pete helped draw attention and the gentleman sold enough in two days to pay for the machine. Now he's really making some profits!

**QUICK TIPS FOR BETTER SALES**

Overall, the best way to make money with snacks is to keep it simple. People want good food fast. Figure out what appeals to your market and how you can sell it quickly. Below are few suggestions to get you started, but feel free to call or e-mail us for more tips. Remember, you don't pay the price for success. You invest in success and pay the price for failure.

- You don't need 101 items on your menu. Start with three or four for fast service. Keep it simple.
- You need to offer Fun Foods that don't compete with the local hamburger shops. Stay away from carbonated beverages and hamburgers.
- Stop by local fairs or festivals. They often carry similar snack items and show you what others are charging. Plus, you can learn more ideas how to present and market your Fun Foods.
- Sell the concept. For example, everyone knows that Sno-Kones® sell for about a \$1, but Shave Ice can retail for \$2-\$4. It's seen as a "better" product; therefore, you can charge more for it.



**#1810 Hawaii's  
Finest Shav-Pro**

**#1890 Polar Pete**



## Where to Sell

One of the most exciting things about Fun Foods is how versatile they are and the freedom they can give to your business. As you can see below, Fun Foods work wherever people gather. Again, you don't have to go after the largest venue first. Start small and work your way up. Or partner with someone and pool your resources.

This list is just a beginning suggestion. Use your imagination, make some phone calls and be willing to share your revenue. Contact your state's Department of Natural Resources for a list of special events. For example, in Ohio it's 1-800-BUCKEYE and Indiana can be found through [www.visitindiana.net/festivals](http://www.visitindiana.net/festivals). Other places to find special events: contact your local chamber of commerce or visitors bureau, regional magazine/newspaper, search the Internet, and check interstate highway rest stop near your city.

Once you do find a location, be aware there are two possible concession fees you may find—most will include electricity and a booth space. You can pay the host location or primary operator a percentage of your gross income for the privilege of setting up your operation. Some locations will charge a basic fee, or you may be a subcontractor under the master agreement. Talk to the person in charge to find out their policy before you commit to a set up.

- 4th of July, Labor Day and other Holiday Events
  - Amusement Parks
  - Arenas, Auditoriums and Stadiums as a subcontractor
  - Art and Craft Shows
  - Bakeries
  - Ballparks or Other Sports Fields
  - Baseball Fields
  - Bingo Halls
  - Car Shows
  - Church Festivals
  - Coffee Shops
  - Community Centers
  - Community Colleges
  - Community Events—like Party in the Park
  - Community Parks
  - Corporate Dining
  - Craft Shows
  - Delis
  - Downtown Areas, or Any Central Area that has Foot Traffic
  - Driving Ranges
  - Fairs and Festivals
  - Family Reunions
  - Farmers Markets
  - Fishing Lakes
  - Flea Markets
  - Football Fields
  - Fundraiser Events
  - Gift Shops
  - Gourmet Candy, Popcorn, Nut and Specialty Stores
  - Grocery Stores
  - Haunted Houses
  - High Schools Venues Like Stadiums and Basketball Arenas
  - Highway Rest Stops
  - Home Improvement Centers
  - Ice Cream Shops
  - Job Fairs
  - Office Buildings
  - Little Leagues
  - Local Hardware Stores
  - Local Parks
  - Movie Theaters
  - Multi-Family Garage Sales
  - Neighborhood Associations
  - Oktoberfest
  - Parades
  - Picnic Areas / Groves
  - Pre-School – work with the school and have a popcorn day
  - Public Parks
  - Public Pools and Public Buildings
  - Pumpkin Farms or Apple Orchards
  - Realtor Open Houses or Shows Like Parade of Homes
  - River Festivals
  - Shopping Malls or Outlet Centers
  - Skate Parks
  - Soccer Fields
  - Spring or Summer Festivals
  - State Parks
  - Tourist Attractions
  - Zoos or Aquariums
- Don't forget about the visitors side at sporting events; many times, it's overlooked...**

## Get Mobile



A concession trailer will help you quickly set up at various events or venues. (As a part time venture, you probably will not be renting a store.) It will also grab the attention of customers. While you can buy a new, customized trailer, there are also many great used ones available. Keep in mind, your first trailer is like your first home—you will always remember it fondly, but there's always room for improvement as the years go on. As you build up a route of increasingly more productive events or locations, your first trailer might be reserved for specific needs like just funnel cakes. Later, you may get a larger, flashier trailer—like the type that can generate over \$5,000 a day in sales at a county fair.

### CHOOSE YOUR TYPE

There are a variety of trailer sizes and models to choose from, including stationary concession stands, or mobile trailers and carts. The key is to figure out what you want to sell and how much you would like to invest.

Most people will start with either a concession trailer or cart. These units cost less and allow you more freedom to follow the money at special events. While you can buy a large mobile catering truck, most trailers will be pulled behind a truck. Trailers can include fryers, ventilation systems, serving windows, marquees, storage space, electrical hookups, generators, and much more. (You can also boost sales and attract more customers by having some type of seating with umbrellas outside your stand.)

### HOW TO BUY YOUR FIRST TRAILER

First do your homework. Start by searching either used or new concession trailers on search engines like Google or Yahoo. You will probably find more than ten pages with suggested sites. Next, check out

the different sites, see what options are available, and if there are any testimonials. If you are buying new, read about the manufacturer's process and terms. If you are looking for a used trailer, check for sites that profile trailers from areas near you. This way you can see first hand what condition the trailer is in. You can also search local auctions and contact trailer manufacturers. Be sure to investigate before you invest!

Lastly, attend a local festival/special event and ask other trailer owners what has worked for them and what they spent their money on. Some questions to keep in mind are:

- What is it made of and how durable is the trailer?  
Hint: Steel panels rust out.
- How can I clean it? Can I hose it out and will the floor rot through?
- Does it have a ventilation system for fried foods?
- Will I have somewhere to wash my hands and dishes?
- How long does it take to build or customize?
- Can I keep something cold?
- What are the local and state ordinances on things like hand and utensil washing, screens, fire extinguishers, etc.?  
The health officials will make demands.
- Does the manufacturer or seller offer financing?
- What type of signage do I need? Or should I customize the exterior for the flash that gets the cash?



## ***Follow the Money... Go Where the Crowds Are!***

Customers are not going to come looking for you at first. You need to create sales by finding the right location and timing. You can easily make a list of more than 100 profit opportunities. And with a little effort, you can locate the sponsor/director or person in charge.

Keep in mind that most Fun Foods are year-round favorites, although outdoor sales are generally only about nine months of the year. Also, your hours can vary depending on where you live, where you set up shop, and what you sell. Your best bet is to think about what makes sense and when you can staff it. You can also create sales any time and draw the crowds by making their mouths water. Pop fresh corn during busy times, showcase the products, or offer specials at certain times of the day.

In general, most people prefer Fun Foods in the afternoons and evenings, traditionally any time between 11 a.m. and 10 p.m. Again, this can change depending on where you are and what you are selling. You need to have a flexible menu and consider the seasonal variations.

For example, if you are at a church festival or at a family entertainment center, sales can go well into the evening. You will also have to modify your menu for Saturday morning ballgames by selling cinnamon pretzels and hot chocolate.

### **IF YOU MARKET IT, THEY WILL COME...**

- Create morning sales with breakfast treats to youth sports leagues. Instead of stopping for that \$5 latte, parents will buy hot coffee and donuts at the morning practices/games.
- Indoor locales can turn summertime specials into year-round sales. If your customers are working up a sweat at a sporting location, they will want frozen beverages, Sno-Kones®, or ice cream.
- Turn a day spot into a night spot. Offer Belgian Waffles in the morning, then coat them with chocolate for Fudge Puppies in the evening. Or Meister Bake Cinnamon & Sugar Pretzels and State Fair Donuts work for breakfast or anytime snacks.
- Don't rely on just one market. You can prolong the selling season with year-round favorites like popcorn, and by offering seasonal specialties like caramel apples and Sno-Kones®.

### **IT'S LIKE HAVING A LICENSE TO STEAL**

We hope you now have a better idea of how easy it is to make big profits in Fun Food sales. It's your turn to start your own money-making concession business. Read on to see how others have taken charge of their futures and created a job they look forward to going to everyday.

## Success Stories



### Ice Cream Dreams and Concession Wishes

Charlie Cox started in 1957 with one ice cream truck and a work ethic instilled by his farmer

father. Now, Concessions by Cox have had stands on the White House lawn, the World Youth Day hosted by the Pope, two Super Bowls and the Olympics.

Charlie made his destiny through perseverance and adaption. When the recession hit in the '60s, Charlie turned his near bankrupt business of manufacturing concession vehicles toward concession food sales. Just like now, he saw concession stands do well when times got tough. He realized he could make more money directly selling the foods than financing other concession customers.

Charlie has continued to prosper by seizing opportunities and following the motto of "first one there and the last to leave." His first big break came 31 years ago at the Columbus Zoo. He was visiting and saw the director, Jack Hanna, selling lemonade with his daughter. Charlie saw an opening and boldly gave him his



card. Others recognized his family's commitment and invited him to expand into other locations like the Dayton Air Show—one of the country's premier aviation events—and NASCAR races.

He went from washing dishes and breaking down tents to managing more than 400 special events annually—equaling over 30 million people. Charlie continued to prosper by expanding into services like full-service catering, concession and special event food services, mobile concession trailer sales, and special event production.

While it was equally hard work on the farm, concession sales have created a different type of security for his family. His dad was only able to take one vacation his entire life, but now Charlie has built a multi-million dollar business from his very modest start.

### Picking the Great American Caramel Corn Shop

Heidi Plummer had just decided she no longer wanted to work at the local television station, and wondered what was available in the town that is famous for being the home of the TV show "American Pickers." It was early in 2009, and Heidi—along with husband Wiley—were about to begin the hunt for their own business.

"We both thought that a popcorn shop sounded like a great idea and began to research suppliers," Heidi said.



### From Monkey Wrench to Monkey Island

Greg the plumber secured his future by throwing caution wind. He traded in his tool belt for an owner's manual on the indoor playground business. A vital part of creating the right, profitable environment was a great concession stand.

They were turned on to Gold Medal Products from Great American popcorn Co. in Galena, IL, like what they saw and heard, and in March of that year, Kernel Cody's Popcorn Shoppe in LaClaire, IA was born. At first, they saw this as a hobby; little did the Plummers know how well it would take off.

Wiley explains, "We started out with a 48oz. popper and caramel corn mixer. But with word-of-mouth advertising, and a fortunate expose on Iowa Public Television that features unique treasures of the region, the demand quickly outgrew our ability to supply product. We added a second machine, cheese mixer and shaved ice to the store."

From there, Kernel Cody's exploded. Customers would continually walk in off the street with a smile on their face. They even had the good fortune to sell President Obama their caramel and cheddar cheese mix when he stopped in Iowa. They have since sold their shop to a younger couple that's continuing to keep Kernel Cody's a popular location in Iowa, and moved to Florida to be closer to their grandkids. But that isn't the end for the Plummers—they are in the process now of securing a location in Florida to bring the sweet smells and delicious taste of gourmet popcorn to the Sunshine state!

In the words of Heidi and Wiley, "It's a fun business to be in that doesn't have a high cost to get started. It gives you great satisfaction that you're pleasing people. And it's great to create so many smiles!"

It's this secret to success that came to him one sleepless night. Greg Kukuczka knew children's areas do better than most in a recession. Almost two years later, he has the largest indoor playground in Chicago (40,000 square-feet of pure fun), is opening a second location and is looking to franchise across America.



Greg has built his fortune on crowds and returning guests. He knew he needed to not only feed his customers while they played for hours, but tempt them to splurge on treats. He started small and without any knowledge of how to build a concession menu. Greg partnered with Gold Medal, learning what would make the most profits for his location and how to serve it fast.

He began with the basics: hotdogs, hamburgers, pizza, popcorn, and nachos. The Gold Medal representative continued to help him add on as his concession business grew, offering advice on the latest trends and products that would create a buzz. For example, Greg added on other money-makers like pre-packaged caramel corn, funnel cakes, churros and more. Now, two or three employees can quickly serve quality food to the hungry masses. The concession stand is also strategically placed to get the best visual impact.

But more than creating a thriving concession stand, Gold Medal helped make Greg's American dream come true through hard work and ingenuity. He now recommends others to follow their hearts, make their own future, and partner with Gold Medal for winning, profitable advice.

# Welcome To Profitland...Here's Your Roadmap to Fun Food Profits!!

Costs and profit projections are an estimate and for informational purposes only. These projections are not a guaranteed return on your investment.  
Cost does not include freight, shipping costs or other miscellaneous supplies.

## #1. Everyone starts here:

### Popcorn - Basic Opening Package

#2637 6 oz. Mega Pop &  
#2636 Easy Pop 1.6 per serving  
#2066 44GM Scoop Box

16¢  
10¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$1.00</b>	<b>\$ 1.50</b>
<b>Profit Margin</b>	<b>.74</b>	<b>1.24</b>
<b>% Profit</b>	<b>74%</b>	<b>82%</b>

**Yield: 248 servings per case**

20 servings/day @ \$1.00 Retail = \$14.80 Profit per day  
\$14.80 X 30 Days = \$444.00 One Month's Profit

**One Year Profit = \$5,328.00** (more or less)

**Equipment Needed** - #2656 Ultra 60 Special

**Supplies Needed** - #2637 6 oz. Mega Pop, #2636 EZ Pop 1.6 Oil,  
#2066 44GM Scoop Box, #2095 Heat 'N Kleen, #2173CN Kleen Sweep



## #2. Cotton Candy - Candy Floss

This is the easiest sweet treat.

Flossugar  
Cotton Candy Cone

11¢  
2¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$1.00</b>	<b>\$ 2.50</b>
<b>Profit Margin</b>	<b>.87</b>	<b>2.37</b>
<b>% Profit</b>	<b>87%</b>	<b>94%</b>

**Yield: 50 Servings per carton**

20 servings / day @ \$1.00 Retail = \$17.40 Profit per day  
\$17.40 X 30 Days = \$522 One Month's Profit

**One Year Profit = \$6,264.00** (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.



### Popcorn - Medium Volume Opening Package

#2637 6 oz. Mega Pop &  
#2638 Naks Pop 2 per serving  
#2062 2GM Scoop Box

19¢  
10¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$1.25</b>	<b>\$ 2.00</b>
<b>Profit Margin</b>	<b>0.96</b>	<b>1.71</b>
<b>% Profit</b>	<b>76%</b>	<b>85%</b>

**Yield: 384 Servings per case**

20 servings/day @ \$1.25 Retail = \$19.20 Profit per day  
\$19.20 X 30 Days = \$576 One Month's Profit

**One Year Profit = \$6,912.00** (more or less)

**Equipment Needed** - #2488 Super 88 8 oz. Popper

**Supplies Needed** - #2837 Mega Pop Corn/Salt Kits, #2638 Naks  
Pop II Oil, #2062 2GM Boxes, #2095 Heat 'N Kleen, #2173CN Kleen  
Sweep

### Popcorn - Large Volume Opening Package

#2037 12 oz. Mega Pop &  
#2639 Naks Pop 4  
#2063 15GM Box

30¢  
14¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 1.50</b>	<b>\$ 2.25</b>
<b>Profit Margin</b>	<b>\$ 1.06</b>	<b>\$ 1.81</b>
<b>% Profit</b>	<b>70%</b>	<b>80%</b>

**Yield: 288 Servings per case**

20 servings / day @ \$1.50 Retail = \$21.20 Profit per day  
\$21.20 X 30 Days = \$636.00 One Month's Profit

**One Year Profit = \$7,692.00** (more or less)

**Equipment Needed** - #2003ST Stainless Steel Whiz Bang

**Supplies Needed** - #2037 Mega Pop Corn/Salt Kits, #2639 Naks  
Pop 4, #2063 15GM Box, #2555 Value Size Take Home Bag, #2095 Heat  
'N Kleen, #2173 Kleen Sweep

## #3a. Sno-Kones®

This is the easiest "refresher" fun food.

1 oz. RTU Syrup(Avg. Retail)  
Sno-Kone Cup  
Spoon Straw  
Ice (Approx. 1/2 lb.)

8¢  
4¢  
1¢  
7¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 1.00</b>	<b>\$ 1.50</b>
<b>Profit Margin</b>	<b>.80</b>	<b>1.30</b>
<b>% Profit</b>	<b>80%</b>	<b>86%</b>

**Yield: 1/2 pound 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 SnoKonette

**Supplies Needed** - #1050-GA Cherry RTU, #1055-GA Blue Raspberry  
RTU, #1071 1 oz. Pumps, #1060-M SnoKone Cups, #1120-M Spoon Straw

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



## #3b. Shave Ice

2 oz. Syrup from Concen. (Avg. Retail)  
#1407 Shave Ice Cup  
Spoon Straw  
Ice (Approx. 1/2 lb.)

10¢  
12¢  
1¢  
7¢

**Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$1.50</b>	<b>\$ 2.50</b>
<b>Profit Margin</b>	<b>1.20</b>	<b>2.20</b>
<b>% Profit</b>	<b>80%</b>	<b>88%</b>

**Yield: 1/3 to 1/2 lb. of 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



# Continue Building Your Profit Foundation Here:

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## #4. Nachos

A Great Profit Mate for Drinks

Portion Pak Chips	45¢
Portion Pak Cheese (or Salsa)	67¢
Portion Pak Tray	9¢

**\$1.21 Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 3.00</b>	<b>\$ 5.00</b>
<b>Profit Margin</b>	<b>1.79</b>	<b>3.79</b>
<b>% Profit</b>	<b>60%</b>	<b>75%</b>

**Yield 48 Cheese & Chip per Case**

20 servings / day @ \$3.00 Retail = \$35.80 Profit per day  
\$35.80 X 30 Days = \$1,074.00 One Month's Profit

**One Year Profit = \$12,888.00** (more or less)

**Equipment Needed** - #5587 Portion Pak Cheese Warmer  
**Supplies Needed** - #5277 Portion Pak Cheese, #5263 Portion Pak Tray, #5265 Portion Pak Chips



## #6. Hot Dogs

One of America's Favorite Snacks - The easiest to present

Hot Dog & Bun	75¢
Foil Bag	6¢
Condiments	5¢

**86¢ Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.14</b>	<b>2.14</b>
<b>% Profit</b>	<b>57%</b>	<b>71%</b>

**Yield: 100 Hot Dogs per case**

20 servings / day @ \$1.50 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

## #8. Corn Dogs

The Hot Dog That's Done in its Own Bun

Hot Dog - 10 or 12 ct.	44¢
Corn Dog Mix	19¢
Setterstick	2¢
Oil	6¢

**65¢ Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.35</b>	<b>2.35</b>
<b>% Profit</b>	<b>67%</b>	<b>78%</b>

**Yield on 300 Corn Dogs per case of Mix**

20 servings / day @ \$2.00 Retail = \$27.00 Profit per day  
\$27.00 X 30 Days = \$810.00 One Month's Profit

**One Year Profit = \$9,720.00** (more or less)

**Equipment Needed** - #8048-D Small Fryer, #8070 Batter Dip Tank  
**Supplies Needed** - #5516 Dipsy Dog Mix, #4005-M Setterstick



## #10. Waffle Dogs

Breakfast on a Stick

Syrup	10¢
Waffle Mix	15¢
Setterstick	2¢

**27¢ Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.73</b>	<b>2.73</b>
<b>% Profit</b>	<b>86%</b>	<b>91%</b>

**Yield on 600 Waffle Dogs 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** - #8048-D Small Fryer, #8070 Batter Dip Tank  
**Supplies Needed** - #5017 Waffle Mix, #4005-M Setterstick

## #5. Funnel Cakes

The Most Popular, Most Profitable Pastry  
A High Ticket Item at a Really Low Food Cost

#5100 Mix	27¢
Confectionery Sugar	7¢
8" Funnel Cake Plate	14¢
Oil	6¢

**54¢ Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.46</b>	<b>2.46</b>
<b>% Profit</b>	<b>73%</b>	<b>82%</b>

**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** - #8050-D FW-12 Fryer, #5103 8" Mold Ring, #5106 Funnel Cake Tool Kit

**Supplies Needed** - #5100 Pennsylvania Dutch Funnel Cake Mix, #5095 Oil 35 lbs., #5111 9" Funnel Cake Plates.



## #7. FrusheeZ

The Semi-Frozen "Drink That You Eat"

FrusheeZ Mix	31¢
14 oz. Cup	12¢
Spoon Straw	1¢

**44¢ Food Cost**  
(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 1.25</b>	<b>\$ 2.25</b>
<b>Profit Margin</b>	<b>.81</b>	<b>1.81</b>
<b>% Profit</b>	<b>64%</b>	<b>80%</b>

**Yield of mix is 15 gallons per case**

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, #1120-M Spoon Straws



## #9. Caramel Apple Chips (for Autumn Season)

The Adult Candy Apple - Kids Love Them Too!

Caramel Dip	30¢
Apple	50¢
Whipped Cream	16¢
Nuts	8¢
Bowl	6¢

**1.10¢ Food Cost**

**Yield - 360 Caramel Apple Chip Servings per case.**

**World's Greatest Quick Serve Caramel Dip**

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.50</b>	<b>\$ 3.50</b>
<b>Profit Margin</b>	<b>1.40</b>	<b>2.40</b>
<b>% Profit</b>	<b>56%</b>	<b>68%</b>

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, #4183 Apple Bowls

# The Bucks Continue to Build Here

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## #11. Candy Apples

Apple	50¢	
Reddy Apple Mix	20¢	
Setterstix	2¢	
Apple Bag	5¢	
	<u>77¢</u>	<b>Food Cost</b>
	(Low Retail) (High Retail)	
<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.23</b>	<b>2.23</b>
<b>% Profit</b>	<b>61%</b>	<b>74%</b>

Yield on Reddy Apple Mix is  
approximately 180 apples per case.

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

**One Year Profit = \$8,858.00** (more or less)

**Equipment Needed** - #4016 Reddy Apple Cooker,  
#4140 Large Apple Pan

**Supplies Needed** - #4007 Candy Apple Bags, #4146 Reddy Apple  
Mix, #4005-M Setterstix

## #13. Waffle Cones

Waf-A-Cone Mix	12¢	
4 oz. Soft Serve Mix	15¢	
Cone Boot	4¢	
	<u>31¢</u>	<b>Food Cost</b>
	(Low Retail) (High Retail)	
<b>Suggested Retail</b>	<b>\$ 1.75</b>	<b>\$ 2.75</b>
<b>Profit Margin</b>	<b>1.44</b>	<b>2.44</b>
<b>% Profit</b>	<b>84%</b>	<b>90%</b>

Yield: 450 Waf-A-Cones per case mix  
250 4 oz. Servings per case - Soft Serve Mix

20 servings / day @ \$1.75 Retail = \$28.80 Profit per day  
\$28.80 X 30 Days = \$864.00 One Month's Profit

**One Year Profit = \$9,072.00** (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-Cone Mix, #8904 (6000)  
Cone Boots, #1217 Vanilla - Non-Dairy Soft Serve Mix

## #15. Belgian Waffles (7 1/4" Round)

Waffle Mix	50¢	
Strawberry Topping	64¢	
& Whip Cream	<u>\$1.14¢</u>	<b>Food Cost</b>
	(Low Retail) (High Retail)	
<b>Suggested Retail</b>	<b>\$ 2.95</b>	<b>\$ 4.95</b>
<b>Profit Margin</b>	<b>1.81</b>	<b>3.81</b>
<b>% Profit</b>	<b>61%</b>	<b>76%</b>

Yield: 136 Waffles Per case  
96 - 2 oz. Servings per case - Strawberry Topping

20 servings / day @ \$2.95 Retail = \$36.20 Profit per day  
\$36.20 X 30 Days = \$1,086.00 One Month's Profit

**One Year Profit = \$13,000** (more or less)

**Equipment Needed** - #3024 Belgian Waffle Baker

**Supplies Needed** - #5017 One Step Belgian Waffle Mix,  
#5140 Strawberry Topping

## #12. Caramel Corn

Brings big profit to any location

Popped Corn	9¢	
Caramel Corn Mix	20¢	
Sugar	5¢	
Oil Bar	4¢	
Small CC Container	25¢	
Butter	5¢	
	<u>68¢</u>	<b>Food Cost</b>

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.50</b>	<b>\$ 3.75</b>
<b>Profit Margin</b>	<b>1.82</b>	<b>3.07</b>
<b>% Profit</b>	<b>72%</b>	<b>82%</b>

Yield: 20 - 3.5 oz. Containers per batch

20 servings / day @ \$2.50 Retail = \$36.40 a day Profit per day  
\$36.40 X 30 Days = \$1,092.00 One Month's Profit

**One Year Profit = \$13,000.00** (more or less)

**Equipment Needed** - #2174ER 120 Volt Corn Treat Mixer,  
Small Cooling Pan (3)

**Supplies Needed** - Popped Popcorn, #2094 Caramel Corn Mix, Sugar,  
#2042 Oil Bars, #2135 Small Caramel Corn Container, Butter

## #14. Glaze Pop

The Sweet Popcorn you make in your small 6oz.-8oz. Gold Medal Popper

Popcorn	9¢	
Oil	5¢	
4 oz. Glaze Pop	8¢	
#2060 Scoop Box	13¢	
	<u>35¢</u>	<b>Food Cost</b>
	(Low Retail) (High Retail)	
<b>Suggested Retail</b>	<b>\$ 1.75</b>	<b>\$ 2.25</b>
<b>Profit Margin</b>	<b>1.40</b>	<b>1.90</b>
<b>% Profit</b>	<b>80%</b>	<b>84%</b>

Yield: 672 Servings per case

20 servings / day @ \$1.75 Retail = \$28.00 Profit per day  
\$28.00 X 30 Days = \$840.00 One Month's Profit

**One Year Profit = \$10,000** (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, #2060 Popcorn Box

## #16. Meister Bake Pretzels

Meister Bake Pretzel- 6oz.	92¢	<b>Food Cost</b>
	(Low Retail) (High Retail)	
<b>Suggested Retail</b>	<b>\$ 2.00</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.08</b>	<b>2.08</b>
<b>% Profit</b>	<b>54%</b>	<b>69%</b>

40 servings / day @ \$2.00 Retail = \$21.60 Profit per day  
\$21.60 X 30 Days = \$648.00 One Month's Profit

**One Year Profit = \$7776.00** (more or less)

**Equipment Needed** - #5330P Pretzel Warmer

**Supplies Needed** - #5627 - Meister Bake Pretzels, Shelf Stable, 6oz. -  
Salted.



# The Bucks Continue to Build Here

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## #17. Onion Blooms

Onion  
#5095 Oil  
#4191 Batter Mix

60¢  
8¢  
37¢

\$1.05 Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 3.95</b>	<b>\$ 5.95</b>
<b>Profit Margin</b>	<b>2.90</b>	<b>4.90</b>
<b>% Profit</b>	<b>73%</b>	<b>82%</b>

**Yield: One case #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 = \$1740.00 One Month's Profit

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

**Equipment Needed** - #8073 King 9 Fryer, #8052 Sing French Basket,  
#5057 Warm-A-Serv

**Supplies Needed** - #4191 Onion Mix, #5095 Liquid Heavy Duty  
Frying Oil



## #18. Fudge Puppies

Belgian Waffle Mix  
Setter Stick  
Chocolate

17¢  
2¢  
13¢

32¢ Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 1.00</b>	<b>\$ 2.50</b>
<b>Profit Margin</b>	<b>.68</b>	<b>2.18</b>
<b>% Profit</b>	<b>68%</b>	<b>87%</b>

20 servings / day @ \$ 1.00 = \$13.60 One Day's Profit  
\$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 Mix,  
#4005 Setterstix



## #19. Ribbon Fries

Potato  
Seasoning  
Oil

50¢  
20¢  
7¢

77¢ Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.50</b>	<b>\$ 3.50</b>
<b>Profit Margin</b>	<b>1.73</b>	<b>2.73</b>
<b>% Profit</b>	<b>70%</b>	<b>78%</b>

**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 = \$12,960.00** (more or less)

**Equipment Needed** - #5280M Motorized Ribbon Fry Cutter, #8068  
King Dog Fryer, #8053 Twin Basket

**Supplies Needed** - #5095 35 lb. Oil, #2352 BBQ Savory,  
#2360 Cajun Savory

## #21. Sugar 'n Spice Frosted Almonds

Nuts  
#4503 Frosted Nut Mix  
#4515 Uncle Daves Vanilla  
#4502 Frosted Nut Cone

1.25  
19¢  
4¢  
4¢

1.52 Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 3.00</b>	<b>\$ 4.00</b>
<b>Profit Margin</b>	<b>1.48</b>	<b>2.48</b>
<b>% Profit</b>	<b>49%</b>	<b>62%</b>

**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

**Supplies Needed** - #4503 Frosted Nut Mix, #4515 Uncle Dave's  
Vanilla, #4502 Frosted Nut Cones

## #20. Pizza

Slice Pepperoni Pizza  
Plate

75¢  
10¢

85¢ Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.50</b>	<b>\$ 3.00</b>
<b>Profit Margin</b>	<b>1.65</b>	<b>2.15</b>
<b>% Profit</b>	<b>66%</b>	<b>71%</b>

**Yield 60 pizzas 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



## #22. Tea Wave Natural Fruit Smoothie Mix

TeaWave Mix & Water  
Cup

94¢  
6¢

100¢ Food Cost

(Low Retail) (High Retail)

<b>Suggested Retail</b>	<b>\$ 2.50</b>	<b>\$ 4.00</b>
<b>Profit Margin</b>	<b>1.50</b>	<b>3.03</b>
<b>% Profit</b>	<b>60%</b>	<b>75%</b>

20 servings / day = \$30.00 Profit per day  
\$30.00 X 30 Days = \$900.00 One Month's Profit

**One Year Profit = \$10,800.00** (more or less)

**Equipment Needed** - #1114 - 2-Bowl Frusheez Machine

**Supplies Needed** - TeaWave Mix & Water



**Now you have arrived in Profitland!**



This book is for informational purposes only. Your results may vary from the illustrations in this book.  
Costs normally do not include miscellaneous supplies, labor, etc.



**GOLD MEDAL<sup>®</sup> PRODUCTS CO.**

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