



# 2017 Program Guide

# Premium Slush



## PRODUCT / EQUIPMENT INFORMATION

- \*Premium SLUSH PRODUCT costs approx. \$.03 per oz.
- \*Approximately 2,112 finished ounces per case
- \*Product has two year dry shelf life.
- \*10 year Free Product or BUNN warranty
- \*(Normal wear and operator error are not covered)
- \*POP Graphics and mixing containers are provided.
- \*Payment plans include 1 check, 2 checks, or Credit Card
- \*All checks due at time of order.



## Profit Calculator

Bunn Ultra II Equipment Cost	\$	2,495.00
Retail Value of Free Product (4 cases = 24 bottles)	\$	837.76
Net Equipment Cost (After Free Product is Sold)	\$	1,657.24
Cases Needed to Sell to Pay For Equipment		13.45
Suggested Retail 12oz Cup	\$	1.19
Approx. Product Cost (12oz x .03)	\$	0.36
Approx. Logo Cup / Lid Cost	\$	0.13
Gross Profit 59%	\$	0.70
12 oz Cups Per Case (2,112 Finished oz)		176
Retail Value Per Case (176 x Retail)	\$	209.44
Estimated Profit Per Case (176 x GP)	\$	123.20

Sug. Retail 12oz (\$1.19), 16oz (\$1.49), 20oz (\$1.69), 24oz (1.99)



# Slush Mixing Station



## NEW! NEUTRAL BASE SLUSH MIXING STATION

Having a large variety of slush with one machine has never been easier than with the new Alligator Ice Mixing Station.

We start with two neutral bases- one sweet and one sour. Then add eight of the best selling flavor varieties to mix and match so many combinations, you just can't count them all!

With a bright and colorful Kiosk and awesome graphics, you are sure to sell more slush than ever before!

Available in our best selling flavors:

- Blue Raspberry
- Sour Apple
- Wild Strawberry
- Valley Grape
- Wild Cherry
- Creamy Orange
- Georgia Peach
- Lemon Lime



### Program Contents

- \* New Bunn Ultra II HP
- \* 1 Wire Cup Rack
- \* 2 Flavor Bottle Racks
- \* 8 Bottles for Flavors
- \* 2 Mixing Containers
- \* Machine POP Graphics
- \* 1 POP Kiosk
- \* 4 Cases Neutral Base (2 sour, 2 sweet)

### Profit Calculator

Program Cost	\$ 2,695.00
Retail Value of Free Product (4 cases = 24 bottles)	\$ 856.80
Net Program Cost (After Free Product is Sold)	\$ 1,838.20
Cases to sell to pay for equipment (NEC / Cs Profit)	14.43
*Conversion program available	
Suggested Retail 12oz Cup	\$ 1.19
Approx. Product Cost (12oz x .027)	\$ 0.33
Approx. Flavor Cost (2 pumps x .01)	\$ 0.02
Approx. Logo Cup / Lid Cost	\$ 0.13
Gross Profit 59%	\$ 0.71
12 oz Cups Per Case (2,164 Finished oz)	180
Retail Value Per Case (180 x Retail)	\$ 214.20
Estimated Profit Per Case (176 x GP)	\$ 127.37
Sug. Retail 12oz (\$1.19), 16oz (\$1.49), 20oz (\$1.69), 24oz (\$1.99)	

# Flavor Shot Mixing Station



## NEW! FLAVOR SHOTS!

- Add customization for your customer's drink.
- Flavors can be used for other drinks.
- Give customers the ability to design their own slush.
- Gives the ability to have new and more flavors without adding a machine.
- Ask your Alligator Ice Representative for details.

## FLAVOR SHOT VARIETIES

- Vanilla
- Wild Cherry
- Lemon Lime
- Sour Shot



# Flavor Rankings

## 2016 ALLIGATOR ICE FLAVOR RANKING

(1) <b>AL'S BLUE RASPBERRY</b>	32.5%	(11) <b>AL'S MAMA MANGO</b>	1.2%
(2) <b>AL'S WILD STRAWBERRY</b>	25.1%	(12) <b>AL'S STRAWBERRY BANANA</b>	1.2%
(3) <b>AL'S WILD CHERRY</b>	13.0%	(13) <b>AL'S SMOOTH LEMONADE</b>	0.8%
(4) <b>AL'S GEORGIA PEACH</b>	4.6%	(14) <b>AL'S VALLEY GRAPE</b>	0.8%
(5) <b>AL'S PINA COLADA</b>	3.9%	(15) <b>AL'S COTTON CANDY</b>	0.7%
(6) <b>AL'S JUICY WATERMELON</b>	3.3%	(16) <b>AL'S FROZEN MARGARITA</b>	0.7%
(7) <b>AL'S SWAMP WATER (LEMON LIME)</b>	2.8%	(17) <b>AL'S CREAMY BANANA</b>	0.5%
(8) <b>AL'S SOUR APPLE</b>	2.6%	(18) <b>AL'S FRENCH VANILLA CAPP</b>	0.5%
(9) <b>AL'S CREAMY ORANGE</b>	2.4%	(19) <b>AL'S MOCHA CAPP</b>	0.4%
(10) <b>AL'S SWAMP DEW</b>	1.4%	(20) <b>AL'S STRAWBERRY LEMONADE</b>	0.3%

## Novelty Cups & Straws



CUP INFORMATION	
Case Pack	52 cups
Cup Size	20oz.
Retail Selling Price	\$3.49
Cup Cost	-\$1.78
Product Cost	-\$0.60
Profit	\$1.11
GP%	31.8%
RE-Fill Selling Price	\$1.29
Product Cost	-\$0.60
Profit	\$0.69
GP%	53.5%



*World's  
Coldest  
Straws!*



### STRAW INFORMATION

Retail Selling Price	\$1.50
Straw Approx. Cost	-\$0.92
Approx. Profit	\$0.58
Approx. GP%	38.7%

### PRODUCT INFORMATION

Box Size 114 Straws Per Case  
Display Size 4.5" x 4.75" x 10.5"

# Frozen Cappuccino



## PRODUCT / EQUIPMENT INFO

- \*Premium SLUSH PRODUCT costs approx. \$.047
- \*Approximately 1,056 finished oz per case
- \*Product has one year dry shelf life.
- \*After being mixed, product has 7 day refrigerated life
- \*POP Graphics and mixing containers are provided.



## Profit Calculator

Suggested Retail 12oz Cup	\$	1.29
Approx. Product Cost (12oz x .047)	\$	0.57
Approx. Logo Cup / Lid Cost	\$	0.13
Gross Profit 46%	\$	0.59
12 oz Cups Per Case (1056 Finished oz)		88
Retail Value Per Case (88 x Retail)	\$	113.52
Estimated Profit Per Case (88 x GP)	\$	51.92
Sug. Retails 12oz (\$1.29), 16oz (\$1.59), 20oz (\$1.89), 24oz (2.19)		

# Real Sugar Slush

## PRODUCT INFORMATION

- \*Top Six Selling Flavors
- \*Same Great Tasting Alligator Ice Flavors
- \*High Quality Powder Product
- \*No High Fructose Corn Syrup
- \*6-2.3lb Bags- 2,208 oz Total Case Yield
- \*Lower Retail- Same Strong Profits



# 100% Juice Slush



## EQUIPMENT COST

	BUNN
	ULTRA II
Equipment Cost	\$2,495.00
Free Product	4 Cases
Free Product Value	\$1,408.00

## FREE PRODUCT VALUE

352 -6oz Cups Per Case X \$1.00 Retail = \$352 Retail Per Case

4 Cases X \$352.00 = \$1,408.00 Retail

## PROFIT PROJECTIONS (57% G.P.)

Cup Size	6oz.	12oz.
Retail Selling Price	\$0.75	\$1.25
Product Cost	-\$0.23	-\$0.46
Cup/Lid Cost	-\$0.13	-\$0.13
Profit	\$0.39	\$0.66
GP%	52%	53%

**GREAT FOR SCHOOLS!**



## PRODUCT / EQUIPMENT INFORMATION

- \* Meets most school district guidelines
- \* Premium SLUSH PRODUCT costs approx. \$.038 per oz.
- \* Approximately 2,112 finished ounces per case
- \* Product has 1 year dry shelf life.
- \* 5 year Free Product or BUNN warranty (Normal wear and operator error are not covered)
- \* POP Graphics and mixing containers are provided. (Dated 30 days apart)
- \* Payment plans include 1 check or 2 checks
- \* All checks due at time of order.

# Lemonade & Tea Urn



## 51% Gross Profit

Cup Size	Lemonade 20oz
SRP	\$0.99
Product Cost	-\$0.31
Cup/Lid Cost	-\$0.17
Profit	\$0.51
GP%	51%

## PROGRAM COST

NewCo	3 Gal Urn	
Urn Cost		\$ 150.00
(1 urn & 1 case of free product)		
Retail Value of Free Product (1 case)		\$ 253.44
<b>Net Program Profit</b>		<b>\$ 103.44</b>
(After free product is sold)		

## PRODUCT VALUE

256 - 20oz. Drinks per case X \$.99 retail =  
\$253.44 case retail value

## PRODUCT / EQUIPMENT INFORMATION

- \*Alligator Ice Lemonade costs approx. \$.015/oz
- \*12 / 32oz Case Pack
- \*Approx. 5,120 oz/cs (includes 33% ice cube factor)
- \*After product is mixed - refrigerated shelf life of 10 days.
- \*Un-refrigerated shelf life of 4 days.
- \*POP Graphics and mixing containers are provided.

# Lemonade & Tea Bag In Box

## PROGRAM COST

### Bag in Box Dispenser

BIB Dispenser Cost	\$ 400.00
(1 dispenser & 2 cases of free product)	
Retail Value of Free Product (2 cases)	\$ 506.88
<b>Net Program Profit</b>	<b>\$ 106.88</b>
(After free product is sold)	

## PRODUCT VALUE

256 - 20oz. Drinks per case X 2 cases = 512=20 oz  
Drinks x \$0.99 Retail = \$506.88 Re!

## PRODUCT / EQUIPMENT INFORMATION

- \*Alligator Ice Lemonade costs approx. \$.015/oz
- \*3 Gal BIB
- \*Approx. 5,120 oz/cs (includes 33% ice cube factor)
- \*POP Graphics are provided.

## 51% Gross Profit

Cup Size	Lemonade 20oz
SRP	\$0.99
Product Cost	-\$0.31
Cup/Lid Cost	-\$0.17
Profit	\$0.51
GP%	51%



# Sandbar Smoothies



## PROFIT CALCULATOR

Bunn Ultra II	\$ 2,495.00
5 Cases Free Product Retail Value	\$ 983.55
Suggested Retail 16oz Cup	\$ 2.49
Approx. Product Cost (16oz x .055)	\$ 0.88
Approx. Logo Cup / Lid Cost	\$ 0.13
Gross Profit 59%	\$ 1.48
16 oz Cups Per Case (1267 Finished oz)	79
Retail Value Per Case (79 x Retail)	\$ 196.71
Estimated Profit Per Case (79 x GP)	\$ 116.92

## PRODUCT INFORMATION

- \*Real Fruit Product
- \*NO High Fructose Corn Syrup
- \*Easy to make
- \*Shelf Stable for 1 year
- \*Naturally Fat-Free & Lactose-Free
- \*Real Fruit without the hassle of managing a fruit inventory
- \*Each 16 oz serving provides 1 of the USDA's recommended daily servings of fruit



## PROGRAM HIGHLIGHTS

- \*BUNN ULTRA II - 120lbs. 16"W, 32"H, 24"D, 12amps
- \*Good in machine for up to 7 days
- \*Mix 1 bottle of Smoothie, with 2 bottles of water
- \*Fully branded program

# Point of Purchase



## POINT OF PURCHASE

At Alligator Ice we know it is important to look good and to taste good.

That's why Alligator Ice specializes in point of sale to draw your customer in.

From banners, to window signs, to ceiling signs and bright machine graphics, Alligator Ice draws them in and then gets them coming back for more with our great tasting products!



SIGNAGE



WINDOW CLINGS



BANNERS

## Logo Cups/Cup Racks



### Alligator Ice Cups

Alligator Ice cups are available in multiple sizes including our two most popular cup sizes for slush, the 12 ounce clear logo cup and the 20 ounce clear logo cup. And we make it easy, as one lid fits both cup sizes! Top that off with our red spoon straws and you have everything you need to supply your customer with the best in slush. Logo cups are also available in 16 and 24 ounce sizes.

### Alligator Ice Cup Racks

Our Alligator Ice cup and lid display will merchandise all of our Alligator Ice cups with lids as well as display a customized price sign. Our deluxe rack even has a place for our red spoon straws!



# Conversion Program

## PRODUCT / EQUIPMENT INFORMATION

### \*\*EQUIPMENT SERVICE PROVIDED

(Free product valued at retail to cover all repair invoices for first five years of machines life, years 6-10 covered with up to 3 cases )

**\*\*POP Graphics and mixing containers are provided.**

**\*\*Cup Rack Included While Using Alligator Ice Logo Cups**

## 4 Free Cases To Convert (24 Half Gallons)

12 oz Cups Per Case	(2,112 Finished oz)	176
Retail Value Per Case	(176 x \$1.19)	\$ 209.44
Case At Retail		\$ 209.44
Free Cases		4
Profit From Free Cases		\$ 837.76
* 4 Free Cases Per Existing Machine		
* 2 Mixing Containers Per Machine Provided		
* Free Product WARRANTY		
* Conversion Support Available		
* Gallon For Gallon Trade To Clear Existing Inventory		

Already have a slush machine but not happy with your current program?

Let Alligator Ice help! We will update your machine graphics as well as provide additional POP to help you sell more, plus we will even provide you 4 FREE CASES to make the conversion!

Want to know more?

Give us a call at

# 1-866-594-2867



## Equipment Service Warranty

- Contact Alligator Ice directly at 1-866-594-2867.
- Alligator Ice will help troubleshoot issues.
- If phone resolution is not possible, Alligator Ice will help you to arrange in-store technical service.
- Five year- limited warranty from Bunn-O-Matic.
- Alligator Ice will reimburse any out of pocket repair expense with free product. (valued at retail, normal wear and user error not covered)
- Supplemental coverage of equipment for additional five years. (Years 6-10 of product reimbursement is limited to 3 cases per year).

Feel confident that you are partnered with the best program to offer you continued support for your equipment. It's really simple: we want to help you sell slush. Helping to keep your equipment operational is one of the ways that Alligator Ice accomplishes this.

Some of our distributors offer in house equipment service. What this means is that your distributor will provide your equipment support directly. If that is the case we will be able to refer you back to your distributor when you call our toll-free support line.

Alligator Ice will always stand behind your equipment service needs and will help you obtain the service you need to keep your equipment fully operational.