

# Pleasurewood Hills

*The profit margins have been very good, and the soft ice cream is just a licence to print money.  
The original impulse purchase!*

Jane Stephenson

**Name:** ..... Pleasurewood Hills  
**Area:** ..... Suffolk  
**Business Type:** ..... Café  
**Equipment:** ..... Taylor 8752/H71  
**Menu:** ..... Soft Ice Cream  
**Equipment**  
**Installation Date:** ..... March 1996

## Soft Ice Cream Cones

Selling Price	£1.50 (including flake)
Less VAT	£0.20*
Sub Total	£1.30
Less Product Cost	£0.18**
Profit per Portion	£1.12
Average Daily Servings	300
Nett Daily Profit	£336.00
Selling Days	120

**Nett Annual Profit £40,320**

\*VAT at 15% \*\*Product cost allows for 113 grams of soft ice cream, cone and flake.



**Taylor**UK  
Soft Serve & Frozen Beverage Equipment