

# Smith & Western

Having used Taylor equipment for over 10 years now, we have been both impressed and delighted with our machines and the high level of service provided by Taylor UK. When we open new sites, we normally put equipment purchase out to tender with at least 3 companies, however when it comes to soft ice cream, thick shake machines and cream whippers, we do not adopt this policy, as we know we have the best equipment that is both proven and tested.

Craig Thomson (Manager)

**Name:** ..... Smith & Western  
**Area:** ..... Sussex  
**Business Type:** ..... Restaurant  
**Equipment:** ..... Taylor C707  
**Menu:** ..... Desserts  
**Equipment Installation Date:** .... June 2002

## Soft Ice Cream Desserts

Selling Price	£4.50
Less VAT	£0.59*
Sub Total	£3.91
Less Product Cost	£0.40**
Profit per Portion	£3.51
Average Daily Servings	50
Nett Daily Profit	£175.50
Selling Days	363

**Nett Annual Profit £63,700**

\*VAT at 15% \*\*Product cost allows for 170 grams of soft ice cream, wafer, syrup and toppings.



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