

# Cravings Desserts

*We looked into the ice cream machine market and found Taylor UK to be the leader. After an initial consultation, we decided to purchase a Taylor 161 - this machine was great!*

*But, after opening our new shop, it became apparent that the 161 couldn't keep up with the high demands during busy times so we decided to upgrade to the Taylor C708. It has a far higher output and can easily keep up with demand. The C708 is now a core piece of equipment within our business.*

Asgar Karim – Business Partner

Name: ..... Cravings Desserts  
 Area: ..... Leicestershire  
 Type: ..... Dessert Parlour  
 Equipment: ..... Taylor C708  
 Menu: ..... Shakes & Sundaes  
 Equipment  
 Installation Date: ..... April 2015

## Ice Cream Sundae Profit Projection\*

Selling Price	£4.99
Less VAT	£0.83
Sub Total	£4.16
Less Product Cost	£1.00*
Profit per Portion	£3.16
Average Daily Servings	15
Nett Daily Profit	£47.40
Selling Days	280

**Nett Annual Profit £13,272**

\*Approximate product cost for regular sundae, VAT at 20%  
 Profit projection is based on average market examples, NOT actual Cravings Desserts figures.



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