

# The Alcove

After four years of selling regular soft ice cream, The Alcove decided to try something new by adding a FlavorBurst system to their Taylor C708 soft serve machine...

*There are three other businesses selling ice cream near us, but we're the only one with Flavorburst. Being able to offer eight different flavours on top of vanilla has helped us triple our ice cream sales.*

Neil Hamlin - Owner

Name: ..... The Alcove  
 Area: ..... Lyme Regis, Dorset  
 Type: ..... Ice Cream Kiosk  
 Equipment: ..... Taylor model  
 ..... C708 + FB80  
 Menu: ..... Soft ice cream cones  
 Equipment  
 Installation Date: ..... February 2014

## FlavorBurst™ Cones Profit Example

Selling Price	£2.00
Less VAT	£0.34*
Sub Total	£1.66
Less Product Cost	£0.25**
Profit per Portion	£1.41
Average Daily Servings	140
Nett Daily Profit	£197.40
Selling Days	210

**Nett Annual Profit £41,454**

\* VAT at 20% \*\*Product cost based on 3.5oz soft ice cream with FB syrup.



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