

Soft Serve Society

Soft serve with a twist!

We chose Taylor because they're both a reputable and very knowledgeable company, whose help and advice helped us to make the decision to bring our concept to London.

Soft serve ice cream is the core of our business. Put plainly and simply without a reliable soft serve machine we could not operate!

The multiple flavours from the C161 allows us to twist/combine flavours for our customers giving them something very different.

Nicky Lau – Owner

Name: Soft Serve Society
 Area: Boxpark, Shoreditch
 Type: Dessert Bar
 Equipment: Taylor C161
 Menu: Gourmet Soft Serve
 Cones

Equipment

Installation Date: July 2016

Gourmet Soft Serve Cone Profit Example

Selling Price	£3.75
Less VAT	£0.63*
Sub Total	£3.12
Less Product Cost	£0.70**
Profit per Portion	£2.42
Average Daily Servings	100
Nett Daily Profit	£242.00
Selling Days	360

Nett Annual Profit £87,120.00

*VAT at 20% **Average product cost for regular 70g gourmet soft serve cone, figures supplied by the Soft Serve Society



TaylorUK
 Soft Serve & Frozen Beverage Equipment