

Bake 'N' Shake

Taylor was recommended to us by our frozen yogurt supplier. We met with our local Taylor UK sales manager, Simon Holdsworth, who advised us on our options.

We've always served frozen yogurt but we knew that milkshakes were really 'in vogue' and that they could be highly profitable.

Bake 'n' Shake chose a Taylor C708 soft serve machine to create the ice cream which formed the base of their milkshakes.

Our shakes have become the mainstay of our business. They now out sell the frozen yogurt and the extra output from the C708 has allowed us to offer deliveries which have really taken off!

Jessica Ellis - Owner

Name: Shake 'N' Bake
 Area: Heswall, Wirral
 Type: FroYo & Shake Bar
 Equipment: Taylor C708
 Menu: Blended Milkshakes
 Equipment
 Installation Date: November 2017

16oz Blended Shakes Profit Example

Selling Price	£4.00
Less VAT	£0.67*
Sub Total	£3.33
Less Product Cost	£0.30**
Profit per Portion	£3.03
Average Daily Servings	25
Nett Daily Profit	£75.75
Selling Days	360

Nett Annual Profit £27,270.00

*VAT at 20% **Average product cost for 16oz shake supplied by Bake 'N' Shake.



TaylorUK
Soft Serve & Frozen Beverage Equipment