

# CASE STUDY

# HOCKENHULL GARAGE

THE STAGE, WIGSTON, LEICESTERSHIRE



**PETE'S TREATS**

## Who Are Hockenhull Garages?

Established in 1978, Hockenhull Garages is led by father and son team, Peter and Joe Hockenhull, who won the 2020 Forecourt Trader of the Year Award for The Stage in Wigston.

# Taylor<sup>UK</sup>

April 2022

Equipment Supplied

## Taylor 430

Blended Shakes



## The product and idea sold itself...

In April 2022, Hockenhull Garages introduced blended milkshakes to their food offer in 'Pete's Treats' in The Stage at their Wigston location.

They use a Taylor 430 shake machine to produce a vanilla shake base which they then blend with a choice of chocolate bars or candy.

### Why did you choose the Taylor 430 shake machine?

"The sales manager from Taylor UK reached out to us with the idea. Following the initial conversation, the product and the idea sold itself."

### Why did you choose to add a shake offer?

"We wanted to grow the food and drinks offer. I could see the opportunities for revenue growth because of the margins which can be achieved with the shake product."

### Has the decision benefited you?

"We are offering a unique product which has increased the foot fall in the shop. This has led to growth in other categories as well. The profit margins on shake are huge. The outright cost of the equipment was higher than other options but the sales from a few months trading has quickly paid for it."

### Has the Taylor 430 changed your business?

"Yes. The food category within the business has grown exponentially. Shake sales have made more profit than any other product in the category"

**Joe Hockenhull - Managing Director - HGS Ltd**

## Profit example: 20oz Blended Shake

Selling price:	£4.49
Less VAT (20%):	£0.75
Sub total:	£3.74
Less product costs:	£1.00
Profit per portion:	£2.74
Average daily servings:	17
Nett daily profit:	£46.58
Selling days per year:	364
<b>Nett annual profit:</b>	<b>£17,001.70*</b>



\*Profit example supplied by Hockenhull Garages, your profit potential may vary. Example doesn't take into account labour or electrical costs.