

# 5 THINGS TO KNOW

## BEFORE CHOOSING A SLUSH PROGRAM



A quick guide to understanding **SLUSH** beverage programs.

1



**WHO WILL SERVICE  
YOUR MACHINE?**

2



**QUALITY EQUIPMENT  
MATTERS.**

3



**KNOW YOUR FINISHED  
PRODUCT COSTS.**

4



**CONCENTRATES  
MADE FOR SLUSH.**

5



**FREE MACHINES  
ARE NOT FREE.**

1



# WHO WILL SERVICE YOUR MACHINE?

**SLUSH** Machines are actively defying physics – freezing down product into delicious tasting **SLUSH** while preventing it from turning into a solid block of ice! As a result, all **SLUSH** machines will inevitably experience maintenance issues that require a trained and certified service technician.

?

*Who are you going to call if your machine breaks down?*

?

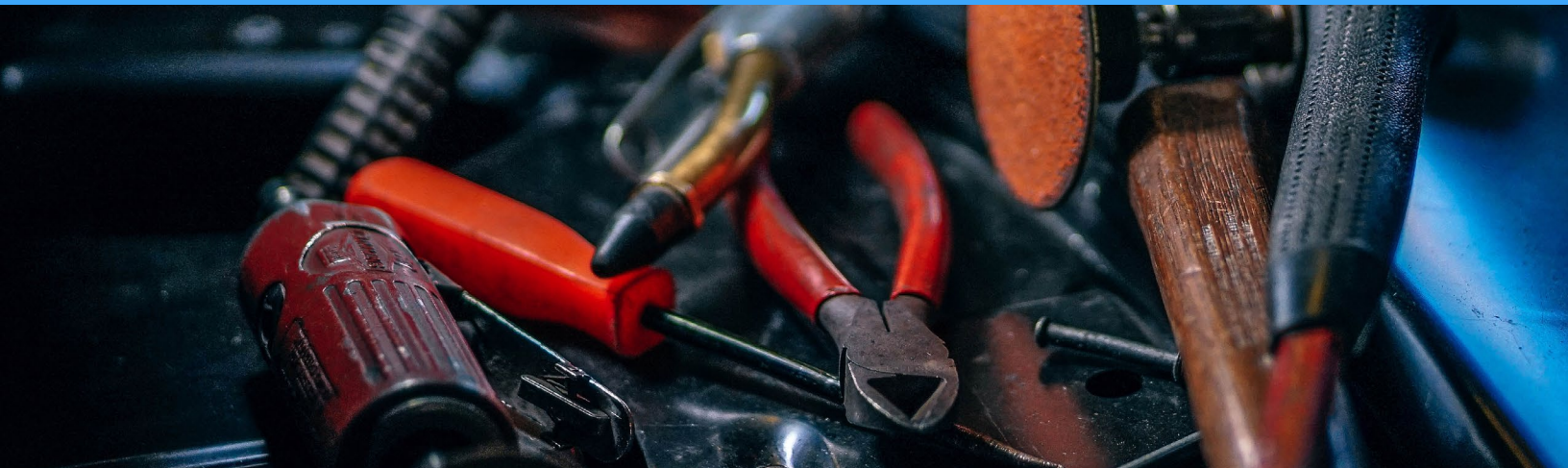
*Are they experienced working on SLUSH Equipment?*

?

*How much will it cost for the service call?*

## **BOTTOMLINE:**

Make sure you have a plan for caring for your **SLUSH** machine.





# 2



## QUALITY EQUIPMENT MATTERS.

You want a machine that is reliable – because if the machine isn't running – you're not making any money! Not all **SLUSH** machines are made the same. Some models are cheaply made, full of plastic parts. Often made overseas, if something breaks, it's difficult to get replacement parts. Make sure you have a plan for getting parts. Be very careful in purchasing used machines as they can be a Pandora's box of unknown issues...often times costing more to fix than what you paid.

### **BOTTOMLINE:**

If the machine isn't running – you're not making any money!



# 3



## KNOW YOUR FINISHED PRODUCT COSTS.

Concentrate case price doesn't mean much when comparing your options. Different **SLUSH** manufacturers package their products in a variety of case configurations. Some are packaged ½ gallon bottles, some are 1 gallon bottles, and some are powdered pouches. In addition to case pack configurations, not all concentrates have the same mixing ratios. Some concentrates are mixed by adding 5 parts water to 1 part concentrate while others are 1 part water to 1 part concentrate. These mix ratios drastically affect the cost of your finished product. Compare apples to apples... find out what the cost per finished ounce will be.



How many ounces of concentrate in a case?



What is the mix ratio of the concentrate?



TOTAL Finished ounces

EXAMPLE: 4 gal. x 128 oz. = 512 oz.

5+1=6

512 oz x 6 = 3,072 Finished oz.



Case Price



Total Finished Ounces



COST per Finished Ounce

EXAMPLE: \$105/Case

3,072 oz.

\$105 ÷ 3,072 = \$0.03/oz.

### BOTTOMLINE:

You need to know what the cost per finished ounce will be.

# 4



## CONCENTRATES MADE FOR SLUSH.

Not all concentrates are made for **SLUSH** equipment. For example, some snow-cone syrups claim they can be used but they're not formulated specifically to work with **SLUSH** Equipment. These concentrates can cause increased wear and tear or even damage your **SLUSH** Equipment. That's because concentrates without the proper Brix Formulas (the measure of dissolved sugar particles per aqueous solution) create an inferior tasting **SLUSH** that doesn't freeze down property and is dangerous to **SLUSH** equipment. Some companies also substitute synthetic sweeteners to save costs which further impacts the quality of **SLUSH**.

### **BOTTOMLINE:**

You need the right concentrate to make the best **SLUSH**.



# 5



## FREE MACHINES ARE NOT FREE.

Free machines simply mean that you make less money. And it's likely you're in business to make money. Companies that offer free machines hide the cost of the machine in their concentrate price. This means you're paying a lot more for concentrate— sometimes twice as much! And since you need to make your profit margins, the higher concentrate prices force you to mark up your retails really high. The end result... your retails are too high. Then, you don't sell as much, which means you don't make as much.

### **BOTTOMLINE:**

A free machine ends up costing you a lot more!





# A WELL EXECUTED SLUSH PROGRAM HAS THE FOLLOWING BENEFITS:



- INCREASE STORE TRAFFIC
- INCREASE SALES
- BUILD CUSTOMER LOYALTY
- PROVIDE AN ADDITIONAL PROFIT STREAM
- MAKE YOUR LOCATION STAND OUT!

**EXPLORE PROGRAMS!** [🔗](#)





TO LEARN MORE ABOUT SLUSH PROGRAMS EXPLORE:

**SLUSHPUPIE.COM**

