

1-800-SHAVED-ICE

Shaved Ice University



COLD CASH

BUSINESS GUIDE

Insider Tips and Tricks to Making Money in the Shaved Ice, Snow Ball and Snow Cone Business.

Disclaimer

Feel free to use the following information as a starting point to help guide you in opening and operating a successful shaved ice, snow ball or snow cone business. Please note that we do not guarantee or warrant that this information will apply directly to a business venture in your area. Income and expense information are given as examples only. 1-800-Shaved-Ice.com and its parent company, Mary Mack's, Inc. do not guarantee the performance of any shaved ice or snow cone business. In addition, the information presented in this manual was accurate, to the best of our knowledge, at the time it was written. However, occasionally the information and specifications of the machines, supplies, trailers, etc. may change. Always check for current information or specifications before making any purchase. This information should be used for general purposes only. We are not, nor do we claim to be Certified Public Accountants, lawyers/attorneys, licensed insurance agents, building inspectors, Department of Health officials or any other federal, state or local government agency. Business regulations and requirements vary greatly throughout the United States. Please check with your local health department/food inspection officials, zoning officials, building inspectors, city, county, and state officials in your area prior to purchasing any equipment or supplies for your business. If you have additional questions please call us at 1-800-Shaved-Ice, (1-800-742-8334), or (910-247-4152). You may also email us at CustomerCare@1-800-Shaved-Ice.com or send correspondence to 1-800-Shaved-Ice.com, PO Box 10, Newton Grove, NC 28366. This information is copyrighted by 1-800-Shaved-Ice.com with all rights reserved. No part of this guide may be copied, modified, distributed or reproduced without written consent.

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> Introduction | About Us

Congratulations on taking the first step toward owning a shaved ice, snoball or snow cone business. 1-800-Shaved-Ice.com is the commercial division of Mary Mack's, Inc. We are the premier Internet retailer specializing in commercial shaved ice and snow cone machines, flavor concentrates, syrups, trailers, and supplies. Our sister division, HawaiianShavedIce.com, specializes in residential shaved ice and snow cone equipment and supplies.

We started in 1995 with one shaved ice business and one employee. Today, many years later, we are the leading shaved ice equipment and supply distributor, proudly serving thousands of satisfied customers worldwide! In addition, our products have been featured in *The Wall Street Journal* and *TV Guide*. You may have seen us headlined on *Good Morning America*, The Oxygen Network and CNN. Our proudest achievement was the distinguished award of "Best Overall" by *The Wall Street Journal*. *The Wall Street Journal* stated that "[our products] seem to rise above the rest." This award paid tribute to our excellent products, superior customer service and unmatched syrup flavors.

Because of our hands-on experience in the shaved ice and snow cone industry, we are able to offer you the most affordable and unrivaled shaved ice machines, snow cone machines, flavor concentrates, syrups, carts, trailers and accessories available. We have spent years refining our products in order to meet our customers' highest expectations.

We have a large selection of shaved ice and snow cone machines available on the market. We offer many different models of shaved ice machines including block ice shavers and cube ice shavers. We also offer several snow cone machines to choose from, including electric and battery powered options.

We have searched the world to find the truest and most mouth-watering ingredients for our syrups. In fact, we have nearly one hundred of the best flavors in the industry. We traveled to top flavor distributors and handpicked each flavor concentrate. This means we can sell premium flavor concentrates and syrups that will keep your customers returning for more.

Not only do we have the largest selection of machines and flavors, we also stock a full line of shaved ice supplies such as serving bottles, mixing containers, speed racks, bottle washers and more. Also, don't forget to check out our serving supplies such as Styrofoam cups, flower cups (witches hats), spoon straws and snow cone cups. Our selection is great and our prices are even better!

At 1-800-Shaved-Ice.com and HawaiianShavedIce.com, we stand behind everything we sell and guarantee you will be fully satisfied with our products.

We have taken our years of experience and compiled this complete "How To" guide to help you open and operate your own shaved ice or snow cone business. This guide, *Cold Cash*, is intended mostly for shaved ice businesses. However, snow cone business owners will also be able to gain useful knowledge from this guide.

Remember, we are here to help you along your journey. Most of the answers to your questions will be found in this guide. However, after reading, if you have additional questions, email us at CustomerCare@1-800-Shaved-Ice.com or call us at 1-800-Shaved-Ice (1-800-742-8334). We are always here to help!

WHO'S HERE TO HELP YOU?

We understand that doing business via the Internet or phone can be a little impersonal at times. Nothing can replace that face-to-face meeting, and we work hard to break down the long distance barrier. As an introduction, we want to let you know who's behind our business. We also want to warn you, we are based in the South – North Carolina to be exact. When you call, expect to hear a "yes, ma'am" or "yes, sir." We take Southern hospitality seriously!



Gary is the founder and owner. He started the company in 1995 while attending college. Strapped for cash and needing extra income for college expenses, he decided to open his first shaved ice business dubbed Tropical Shavers.

With the help of his father, he built his first shaved ice trailer. While being the only employee, he had to take on many tasks at Tropical Shavers. Business was so good, he opened up a second stand and hired eight employees the following summer. He was able to learn from his hard work and dedication. Later, in 2000, Gary started distributing shaved ice equipment and supplies on the Internet.

Gary oversees the daily operations at 1-800-Shaved-Ice. In addition, he will gladly assist you with any questions or concerns you may have with your order or establishing your own business.

Gary's favorite flavors are Bahama Mama, Granny Smith Apple, Sour Grape, Tiger's Blood, Mai Tai and Cake Batter with sweet cream. Gary's favorite mix is Homemade Ice Cream and Cherry.



Kevin joined the company in the fall of 2002 as the inventory manager and customer service agent. In addition to these duties, he has a vast knowledge of the shaved ice and snow cone industry. He is great with

customers and is always ready to answer any and all questions you might throw at him.

Kevin's favorite flavors include Tiger's Blood, Pina Colada, Cotton Candy, Strawberry Cheesecake and Homemade Ice Cream. Kevin's favorite mix is grape with a little sour spray.



Carli started working in her brothers' shaved ice stands at age thirteen and worked for five summers. After high school, she attended North Carolina State University, where she majored in Business Finance and minored in

Accounting and Spanish. Upon graduation, in May 2004, she moved back home to Newton Grove, NC to continue working for us. She is our customer service and accounting manager.

Carli's favorite flavors include Strawberry Cheesecake, Pina Colada, Homemade Ice Cream, Cake Batter and Margarita. Carli's favorite mix is Pina Colada and Sour Grape which gives her a refreshing combination of sweet and sour flavors.



Tammie started working with the company in the fall of 2002 as the kitchen production manager. Our flavors and concentrates are made with the finest ingredients due to her expertise and knowledge. She manages the

kitchen and formulates flavors while maintaining proper sanitation and quality control.

Tammie's favorite flavors include Blackberry, Granny Smith Apple, Strawberry Cheesecake, Cherry, Candy Apple and Blue Raspberry.



Dustin started in 2013 and handles all the marketing for Mary Mack's, Inc. As the marketing director, he is responsible for managing our websites and multiple order channels. He is also responsible for our sales

and campaigns. Like us on our social media channels and you'll definitely put a smile on his face.

Dustin's favorite flavors include Lime, Lemonade, Lemon, Key Lime Pie and Strawberry Cheesecake. He also enjoys a super sour mix of Lime and Lemonade with lots of sour bite spray.



Brittany is the most recent addition to our team. She is our marketing coordinator and assists Dustin with our websites, multiple social media channels and email marketing.

As the face of our product videos, she has had the chance to operate nearly every machine we sell.

Brittany's favorite flavors include Blue Cotton Candy, Strawberry Cheesecake, Tongue Twister, Lemonade, Pina Colada and Buttercream. Her favorite mix is Buttercream topped with sweet cream.



Cornelius joined the Mary Mack's team in 2011 and has been a great addition to our crew. He is the shipping manager and inventory assistant. If you have ordered with us in the past, Cornelius certainly had

something to do with your shipment. He assures each package is shipped economically and safely.

Cornelius' favorite flavor is Granny Smith Apple.



Rosaura, kindly referred to as Rosie, is our production assistant and started with Mary Mack's in 2011. Rosie plays a big role in our product packaging and quality control. She also assists on our syrup bottling line and helps Tammie with other kitchen duties.

Rosie's favorite flavor is a top seller, Tiger's Blood.

WHERE ARE WE LOCATED?

We are located at 321 Goldsboro Street in Newton Grove, NC, which is located approximately one hour southeast of Raleigh, NC. We are located one mile from Interstate 40 and twelve miles from Interstate 95.

We are a mail order business. Approximately 99% of our orders are shipped from this location. You are more than welcome to pick up your order in person.

> What's in a Name?

SHAVED ICE, SHAVE ICE, SNOBALLS OR SNOW CONES?

People ask us all the time, “What is the difference between shave ice, shaved ice, snoballs and snow cones?” We tell them it depends on the texture of the ice and where you live.

The most common name for a cup of finely shaved ice is called, just that, shaved ice. Throughout the United States, you may also see shaved ice sold as Hawaiian shaved ice, the most popular name used. In New Orleans, a cup of shaved ice is called a snoball or snow ball. In eastern North Carolina, some people call a cup of shaved ice, a shaver. In Hawaii, the treat is shave ice, without the letter d. Again, what you call shaved ice really depends on where you live.

No matter what you call a cup of shaved ice, almost everyone agrees on two things. First, shaved ice consists of smooth, fine ice that holds syrup. Second, snow cones are not the same as shaved ice. Usually, snow cones are made from hard, crunchy ice. When syrup is added to a snow cone, it settles at the bottom of the cup.



SHAVED ICE, SHAVE ICE OR SNOBALL	SNOW CONES
<ul style="list-style-type: none"> • Shaved ice is made with fine, fresh snow that is shaved with either a cube ice shaver or a block ice shaver — the ice is never crunchy! • Often served in various sizes of foam, paper, squat or flower cups. • Often rounded on top of the cup and served with a spoon straw and/or spoon. • Most commonly called Hawaiian Shaved Ice throughout the United States, SnoBalls (New Orleans), Shave Ice (Hawaii) or Shaver (North Carolina). • Usually offered with a variety of flavors numbering from ten to more than seventy. • Typically sold at roadside shaved ice stands, mobile carts, trailers, trucks, carnivals and other festivals. • A smooth product that is great for repeat business. • Easy and quick to produce; however, more time consuming than snow cones. • Ice is shaved-to-order and cannot be shaved in advance. • Often topped with a variety of shaved ice toppings or cream flavors. • Prices vary depending on the cup size and business location. Prices range anywhere from \$1.00 to \$6.00+. 	<ul style="list-style-type: none"> • Snow Cones are made from snow cone machines which crush ice cubes (bagged ice) into small pellets and are never made with block ice machines. • Ice is crunchy. • When flavor is added to the ice, the flavor often settles at the bottom of the cup. • Often served in one or two sizes — the most common is a six-ounce paper cone. • Often rounded on top of the cone and served without a spoon or spoon straw. • Ice is crushed ahead of time and dipped with a nylon snow cone dipper. • Usually sold at carnivals, county fairs, school events, church events, festivals or concession stands. • Easy and quick to make. • Typically offered with a limited number of flavors — between two and five. • Prices range from 50¢ to \$3.00, depending on the cup size and business location.

> Understanding the Industry

CHOOSING WHICH PRODUCTS TO SELL

From our experience, most shaved ice entrepreneurs simply sell one product, shaved ice. However, you may choose to add additional items to your menu. Try offering mixers or toppings, allowing your customers to customize their tasty treats. We will revisit this idea later in the guide.

For some business owners, shaved ice is a sideline item to their existing business. It's a very popular addition for ice cream parlors, smoothie bars, coffee shops, concession stands and convenience stores.

In addition to selling shaved ice or snow cones, you can offer a number of other products. You may also sell lemonade, soft drinks, milk shakes, pickles, ice cream, bagged potato chips or candy. Some businesses also offer hot items such as hot dogs, funnel cakes, sandwiches or pretzels. Our sister website, www.CottonCandyExpress.com has affordable options if you're interested in selling cotton candy.

The items you sell will depend primarily on your location, setup and the size of your business. However, the more items you sell, the more inventory and equipment you need to purchase. Additional menu items often require more preparation time, equipment maintenance, and training. We have found that additional headaches do not always equal additional profits.

When Gary was operating his shaved ice stands, he kept the menu simple. He offered shaved ice with forty-five flavors and four flavors of hand-dipped ice cream. He also offered a number of toppings, creamers and mixers. By keeping his menu simple, customers could make their decisions much easier.

IT'S SEASONAL

Because shaved ice tends to sell better in warm climates, the shaved ice season for each region of the United States will be different.

Shaved ice businesses in Southern states are generally open from March to October. The mild winters and warm summers make states like Florida, Georgia, Alabama, Mississippi, Louisiana, Texas, New Mexico and Arizona great for lengthy shaved ice seasons. In fact, some shaved ice businesses stay open all year due to mild winters. Don't be discouraged if you are in the Northern United States. We have customers in Alaska with booming businesses.

In the mid-to-upper part of the United States, shaved ice businesses are generally open from April to October. The farther north, the shorter the season. With almost any rule,

there are exceptions. After a little experience in the business, you will gain a better understanding of your area. There are a couple of things to keep in mind to aid you in determining the length of your shaved ice or snow cone season.

First of all, take a look at other shaved ice businesses in your area to see when they open. We suggest you open around the same time, if not sooner, as your competition. We have found after a long winter break, customers from previous seasons are eager to celebrate the new season with their first shaved ice purchase. The first three to four weeks of the season always tend to be the busiest.

Second, some businesses may open only on weekends in early spring. After a few weeks, or when warmer weather sets in, these businesses begin to open daily. This, again, will be up to you and your geographic area.

A SHAVED ICE FRANCHISE? WE THINK NOT.

We are asked all the time whether a franchise is needed to operate a shaved ice or snow cone business. Our answer is NO! We feel that anyone, if they work hard enough, can have a successful shaved ice or snow cone business without franchising. Our company does not sell franchises, nor do we require contractual agreements to be signed by our customers. There are no special fees and no territories to buy. Also, our prices are not artificially inflated to collect a franchise fee. You can buy directly from us and sell under any name you choose, even Hawaiian Shaved Ice.

By owning your business independently, you will have better control over your prices, your product line, and business management. Oftentimes, franchise companies will only allow certain products to be sold or require your location or business model to meet certain requirements. They likely charge yearly franchise fees or require you to hand over a portion of your sales to the franchiser for the right to operate under their brand name. In addition, we have found many franchise companies require you to buy products through them at inflated prices. In the end, most franchise companies profit twice from your business.

LOCATIONS

As the saying goes, the three most important rules to real estate are location, location and location. The same holds true for your shaved ice business. Below is a list of possible locations for your shaved ice or snow cone business.

1. High traffic areas such as parking lots at local shopping centers, super markets or malls. You may also be able to operate your business inside one of these locations.

2. High traffic, roadside locations with easy access.
3. Special events such as ball games, carnivals, fairs, rodeos, parades or any event that draws large crowds.
4. Ballparks, dog parks, common areas, etc.
5. Daily mobile routes conducted at established hours with stops at local swimming pools, ballparks, workplaces or neighborhoods.
6. Contract vending work — company family picnics, car lot promotions, grand openings for local businesses and youth days.
7. Tourist areas.
8. Schools.

TYPES OF BUILDINGS & LOCATIONS

The number one rule with your shaved ice building or location is it must be brightly colored, professional looking and inviting to your customers. A clean, professional-looking building or location will provoke curiosity from passing motorists and/or foot traffic. This will help build your business. Often, shaved ice businesses choose a tropical or Hawaiian theme for their shaved ice building. The idea is to make sure your business

is unique and memorable. Nicely painted signs or custom awnings usually complement any shaved ice building.

MOBILE CONCESSION TRAILERS OR VEHICLES

Mobile concession trailers and trucks are great alternatives to portable or permanent buildings. These mobile units vary in size. Mobile trailers or trucks are great because of the endless opportunities available for selling shaved ice or snow cones. With a mobile business, you can move from place to place, taking advantage of high traffic areas. It will also be easier to sell shaved ice or snow cones at festivals, ball games and other large events. Contract work, such as corporate family days and car lot promotions are also a possibility.

We offer three sizes of shaved ice or snow cone concession trailers. The 6'x14' trailer is our best-selling model, accounting for over 80% of our sales. The 6'x14' trailer will provide room for additional concession items that may sell well with shaved ice or snow cones. The 6'x10' trailer is small and recommended for lower volume shaved ice businesses. Honestly, we recommend the 6x12' or 6x14' if you plan on building a good-sized business.

> Business Equipment, Syrup & Supplies

Machines

TYPES OF SHAVED ICE AND SNOW CONE MACHINES

Your snow cone or shaved ice machine will be the lifeline to your business. Without a quality machine, your business cannot survive. We offer a huge variety of shaved ice and snow cone machines that will meet the demands of any shaved ice or snow cone business. Every machine is made with the highest standards to provide years of durability and service.

We are often asked about the differences between cube ice shavers and block ice shavers. It can be a little overwhelming when trying to make a decision. The following information will assist you when choosing which ice shaver is best for your business.

CUBE ICE SHAVERS

Cube ice shavers are shaved ice machines that accept cubed ice or bagged ice, which you can find at a local convenience store. Cube shavers have their advantages and excel in many areas.

Every cube shaver has slight differences — motor size, aesthetics, blades, accessories and quality. A common feature between cube ice shavers is operation. Each machine is operated by simply opening a lid to the machine, adding ice cubes, closing the lid and turning the machine on. Every cube

ice shaver accepts foot pedals for easy operation (with the exception of battery powered and 220V models). Carefully read the product descriptions and specifications to understand the details of each machine. We also have demonstration videos available for nearly every machine we sell.

BLOCK ICE SHAVERS

Block ice shavers are shaved ice machines that require large blocks of ice. Some machines shave round ice blocks while others shave rectangle blocks. Ice can be difficult to find. Check to see if you have an ice distributor in your area. Your other option for ice would be to freeze your own using ice molds or an ice block maker.

Block ice shavers seem inconvenient compared to cube ice shavers because you can't simply run to the store and grab a block of ice. However, block ice shavers will give you the absolute fluffiest snow possible. Shaving the ice on a flat surface reduces a lot of the texture and creates mounds of fluffy white snow. When using a block ice shaver, the ice is so soft it's like ice cream. There is no noticeable crunch to the ice.

There are two styles of block ice shavers, Hawaiian (corkscrew) style and New Orleans (tractor) style.

Hawaiian Style Block Ice Shavers are upright or vertical. They shave round blocks of ice which are roughly seven inches in diameter and weigh up to seven pounds. With Hawaiian style block ice shavers, the blade remains stationary and the block of ice rotates against the blade. The “corkscrew” nickname originates from the rotating shaft that applies pressure to the ice block. Instead of a dispensing spout, the ice simply falls straight down from the blade. The ice is either caught in a cup or in the operator’s gloved hand. With Hawaiian style block ice shavers, the machine applies the pressure against the rotating block of ice, not the operator, making it easier to train new employees. Our most popular Hawaiian Style Block ice Shaver is the Swan SI-100E and the Hatsuyuki HF-500E block ice shavers.



New Orleans Style Block Ice Shavers are more horizontal and far bulkier than the Hawaiian style. With the New Orleans style machine, three blades rotate while the block of ice remains stationary. The blocks of ice used in these machines are rectangular, weighing around 10 to 14 pounds. All New Orleans style machines are made out of stainless steel and have a hand lever on the left, which the operator uses to apply pressure, forcing the ice against the rotating blades. They feature an ice spout on the right side where the shaved ice is dispensed. Our most popular New Orleans Style Block Ice Shaver is the New Orleans Snow Block Ice Shaver and the Southern Snow Block Ice Shaver.



FEATURES	CUBE ICE SHIVERS	BLOCK ICE SHIVERS
Type of Ice Used	Ice cubes or bagged ice only.	Block ice only, ice must temper to correct temperature.
Ice Availability	Readily available in all parts of the country at most convenience store, grocery stores and ice houses.	Not always available, unless you make your own. Suggest looking for an ice wholesaler or purchasing our ice molds to freeze your own ice. Block ice makers are also an option.
Fluffiness Scale (see scale on following page)	7 - 8	8 - 10
Cost of Ice	Pretty inexpensive. Prices will vary by location and the size of the bags purchased.	It all depends on how you get your ice. If you purchase from an ice wholesaler, it can get expensive. If you make your own with ice molds, it's FREE! (well maybe not free but just pennies)
Ease of Use	Easy-to-use and easy for employees to learn.	Easy-to-use but training employees might take some time.
Production	Shaves ice very quickly.	Shaves ice very quickly. Production depends on the operator.
Highlights	Convenient and quick. Cube ice shavers are far more popular simply because of the convenience.	Produces the fluffiest, softest snow possible.



The following are a few questions you need to ask yourself when deciding which ice shaver is best for your business.

Is block ice available in your area?

If not, a cube ice shaver may be your best choice. If you still

prefer a block ice shaver, you can make your own ice blocks by using our block ice molds or purchasing one of our block ice makers. We offer round or rectangular block ice molds to fit the different types of block ice machines. The round block ice molds fit our Swan and Hatsuyuki Block Ice Shavers. The

rectangular ice molds fit the New Orleans Snow Block Ice Shaver and the Olde New Orleans Block Shaver. Ice that is produced from our round block ice molds is 7 1/2" in diameter and 6" tall. Our rectangular ice molds produce ice that is approximately 5 1/2" W x 5 1/2" H x 14 1/2" L. Block ice will be produced within two to three days with either type of mold.

What type of ice shaver does your competition use?

If your prospective customers are accustomed to ice from block ice shavers, you may prefer to purchase a shaved ice block shaver for your business. If your prospective customers are accustomed to ice from cube ice shavers, you may prefer the cube ice shaver.

Who will be using the ice shaver?

If the ice shaver is being used by many different people, a cube ice shaver may be your best choice. For example, at school athletic concession stands, you may have different volunteers from week to week. A cube ice shaver, which tends to require the least amount of training, will probably work best in this type of situation. If you have employees that are at your business daily, a block ice shaver should work well. The block ice shavers take a little more skill to operate. Often an hour or two of hands-on training is needed to properly train your employees on a block machine.

Who are your customers?

A neighborhood shaved ice stand will be dependent on repeat business. Ideally, customers at neighborhood stands will come back, day after day, week after week. In order to create this kind of loyalty, you will have to produce a high quality product. For this, consider the block machines for top quality fluffy snow. However, if you have a mobile shaved ice business and your customers vary, try a cube ice shaver. An example of this business may be one that sells at a county fair, parade or festival. Since the repeat business is not as vital to your business, you may not have to rely on the fluffiest ice possible. Cube ice shavers will still produce a good quality product that should be sufficient for mobile sales.

How fast do you need to serve customers?

If you are at a large festival or carnival and expect large numbers of customers, the cube ice shaver may be your best choice. We have cube shavers that can easily produce more than 2,000 servings a day. If you tried to serve 2,000 people with a block ice shaver, you would need two to three machines.

Is your business permanent or mobile?

Most mobile businesses use cube ice shavers while most permanent businesses use block ice shavers. Block ice shavers are generally much bulkier and heavier than their cube ice shaver counterparts. The cube ice shaver machines are generally much more compact and take up far less space, making them advantageous for mobile applications.

MACHINE CLOGS AND FREEZE UPS

It's ninety-five degrees outside and you are at an event. There is a line of people waiting to give you \$4.00 for a sixteen-ounce cup of shaved ice. You are working as hard as you can. Business is great and you have been pumping shaved ice cups out as fast as you can for the last thirty minutes. You turn the machine off to refill the hopper or place another ice block inside of the machine. You flip the switch on and nothing happens. You hear a humming sound coming from the motor. What do you do? STOP! Turn the machine off immediately!

What has happened is a typical machine freeze-up; it is the "nature of the beast." While you have been shaving ice all that time, ice has been building up inside the machine. The ice has almost completely frozen the metal. When the machine stopped for that split second, all of that fine fluffy ice inside the machine caused the moving parts to freeze to one another. This is known as a machine freeze up. It happens to every shaved ice and snow cone machine we sell; both cube ice and block ice machines.

To solve this problem, first make sure the machine is turned off as soon as possible. You don't want your motor to sit and hum for long because doing so will easily burn up the motor. Now find an eight or twelve-ounce cup of water and slowly pour the water inside the hopper to release the ice. It may take a cup or two of water to loosen the ice. After one cup, try switching the machine on to see if it is still clogged. If so, repeat the process.

A counter-mounted spray nozzle also works great in this situation. Simply spray a few squirts into the ice hopper and you should be back to business in no time.

SNOW CONE MACHINES

We offer a large variety of affordable snow cone machines to accommodate any business. The problem is deciding which one is best for your business. We have conveniently categorized our machines into three levels — Entry-Level, Mid-Level and High Output. Some snow cone machines feature transparent cases to display the ice as it's shaving and others simply shave ice directly into a bin.

Most snow cone machines crush about the same texture of ice. The difference between them is the appearance, motor size, physical measurements and minor features. Some are made from durable polyethylene while others are steel. Our affordable snow cone machines are great for ball games, county fairs, amusement parks, churches, schools and businesses. Check out the specifications of each machine and make sure the measurements will work with your setup.



HELP! THERE ARE TOO MANY MACHINE CHOICES!

It's Okay! We'll help you decide which machine is best for your needs. This guide was written primarily based on the assumption that you are opening a neighborhood shaved ice business. However, some of you don't quite fit into that category. Some of our customers buy equipment to be used at ball games, county fairs, amusement parks and other locations.

We have now covered block ice shavers, cube ice shavers, and snow cone machines. Which one is best for you? Every business is different. In the following section, we will discuss typical scenarios from our customers and give you our recommendations for each one.

WHERE DO YOU FIT IN?

Dedicated Neighborhood Shaved Ice Stands

When starting a neighborhood shaved ice business, your number one priority should be serving a quality product. You will quickly generate word-of-mouth advertising for your company from your community. Great word-of-mouth advertising is invaluable to your business. With that being said, machine selection as well as syrup selection is crucial to your business.

First, is shaved ice already being sold in your area? If so, check to see what type of machine other shaved ice businesses use. If they are using a block ice shaver, you should probably use a block ice shaver too, to stay competitive. Customers who are accustomed to the quality product generated from a block shaver will notice a difference if your shaved ice is not the

same, or higher, quality than your competitor. If existing shaved ice businesses in your area are using cube ice shavers, you should also be able to get by with a cube ice shaver. However, you might establish an edge over them by purchasing a block ice shaver to create a higher quality product.

For block ice shavers, we recommend the Southern Snow Block Ice Shaver or the Hatsuyuki HF-500E Block Ice Shaver. For cube ice shavers, we recommend the Hatsuyuki HC-8E Cube Ice Shaver or the Snowie 3000.

Booster Clubs, Schools and Ball Parks

The major factor for booster clubs and schools is ease of use. Typically at these functions, multiple volunteers will be operating the shaved ice machine. A cube ice shaver is perfect for this type of situation. The ease of use and the additional safety features of most cube shavers make them the perfect for schools and ballparks.

For cube ice shavers we recommend the HC-8E Hatsuyuki Cube Ice Shaver or the Snowie 1000.

Over the years, many schools have decided to purchase snow cone machines instead. These machines are easy to use and can serve hundreds of servings in a short amount of time. The perfect option for school field days.

If a snow cone machine is the better option for your booster club, school or ballpark, then we recommend the 1888 Sno-King, the 1360 Echols Snow Cone Machine or the 1003 Sno-Konette Snow Cone Machine.

Special Events - The Mobile Shaved Ice Business

The customer base will generally change from event to event for a mobile shaved ice business. You will not be relying on repeat business as heavily as you would if you were operating a neighborhood shaved ice business. A cube ice shaver should work well for any mobile shaved ice vendor. You can still serve a quality product with a cube shaver.

If you purchase a block ice shaver, the logistics of lugging block ice around from event to event can be frustrating and time consuming. What if you are at an event, one hundred miles from home and you run out of block ice? Finding ice could become difficult at times, especially in unfamiliar locations. Cube ice would be easy to find at the nearest convenience or grocery store.

Storage space is another important consideration mobile shaved ice businesses have to consider. The cube ice shavers are generally lighter and more compact than block ice shavers. This is another reason why we feel cube ice shavers work better for the mobile shaved ice business.

Mobile businesses may also consider one of our twelve-volt battery-powered shaved ice machines. Electricity can sometimes be a problem to secure, so a twelve-volt machine might be the solution.

We recommend the Hatsuyuki HC-8E Cube Ice Shaver, Snowie 3000 or the 1027HD Hawaii's Finest. The HC-8E and the Snowie 3000 are available in twelve-volt models. Mobile shaved ice stands expecting to serve more than 500 servings at an event may want to consider the 1027HD Hawaii's Finest Deluxe Ice Shaver or the Snowie 3000.

If you have ultimately decided to use a block ice shaver in your mobile unit, we recommend the New Orleans Block Ice Shaver, the Southern Snow Block Ice Shaver, the SI-100E Swan Block Ice Shaver or the Hatsuyuki HF-500E Ice Shaver.

Amusement Parks

A large-volume cube ice shaver will work perfectly for amusement parks. We don't recommend block ice shavers for this type of high-volume operation. Fast service will most likely be your number one priority and a block ice shaver will not be

able to keep up with demand. You will still produce a great-tasting product and easily satisfy your customers.

Out of all the cube ice shavers we carry, we suggest the Snowie 3000. It is simply the fastest cube ice machine and includes a 1-HP motor. The Snowie 3000 includes a workstation to work more efficiently throughout the day.

The 1027HD or the 1047 is also a great alternative for an amusement park. Both of these machines are easy to use, easy to train and most importantly, FAST. Both machines have a 3/4 horsepower motor and will easily produce 1,000 or more servings a day. If you are producing more than 2,000 servings a day, we suggest two machines and adding the paired Maximizer to these machines to further speed up production.

Some amusement parks use snow cone machines in place of a shaved ice machine. These can easily serve thousands of people each day. We recommend the Shavatron — a high output snow cone machine for fast and reliable use.

Equipment Rental Companies

For the rental industry — durability, easy transportation, safety and simple operation are important factors when choosing your rental equipment. Shaved ice machines and snow cone machines are often rented on a daily or weekly basis.

The number one snow cone machine in the rental industry is the Sno-King 1888. Its polycarbonate frame and safety switch make it very attractive to our rental buyers. The 1360 Echols Snow Cone Machine is also a popular rental. Its two-piece design makes it easy to transport.

When renting shaved ice machines, we only suggest renting cube ice shavers. Again, the Hatsuyuki HC-8E cube ice shavers would be our number one recommendation. It is compact, reliable, durable and easy to transport.

TIPS ABOUT ICE

As previously discussed, depending on your ice shaver, you will either need cube ice or block ice. In most cases, regular cube ice or bagged ice will be readily available in your area. Cube ice is a generic term. The ice doesn't necessarily have to be exactly in cubes. We are asked this question frequently. For cube shavers, you simply need some sort of ice that is no less

than 1" and no more than 3" in diameter. DO NOT attempt to use crushed ice, flake ice or pellet ice. You'll want to make sure the ice is hard and fairly clear. You may purchase this type of ice at your local grocery store or convenience store. You might also want to look in your local yellow pages for ice suppliers. An ice wholesaler may deliver the ice directly to you. Depending on the growth of your business, you may need to provide your own freezer for ice storage. As your ice volume increases, your ice supplier may provide an outdoor ice freezer for storage.

While cube is almost the same throughout the country, block ice comes in two very different forms — compressed block ice and solid block ice. DO NOT USE COMPRESSED BLOCK ICE FOR BLOCK SHAVED ICE MACHINES!

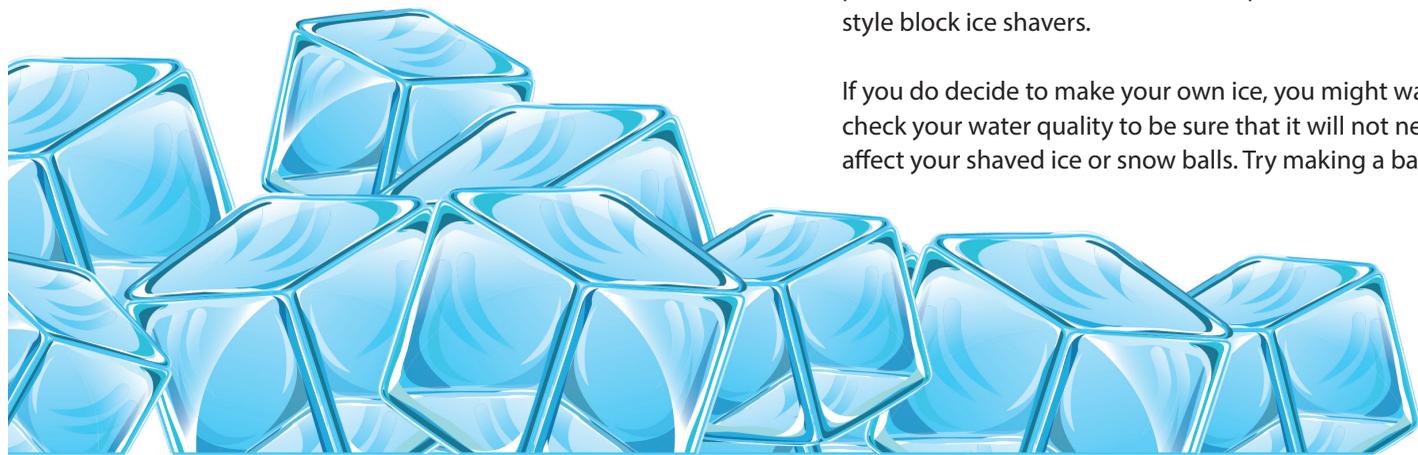
Compressed block ice is made at ice plants by forcing chunks of ice or crushed ice into compression molds. This type of block ice does not provide a smooth shaving surface for a block shaver. Compressed block ice is usually filled with air bubbles and will not produce smooth, fluffy ice.

Solid block ice is the preferred form of block ice for the shaved ice industry. This type of block ice produces the best snow for shaved ice. However, solid blocks may not be readily available in all parts of the country. Where available, block ice is usually purchased in 10-15 lb. or 300 lb. blocks. We suggest the 10-15 lb. blocks for easy handling and storage. If needed, your local ice house can often cut down the 300 lb. blocks for you.

If your business continues to grow or if block ice is not available in your area, you may find that you can make your own ice at a fraction of the cost. You can freeze your own ice blocks in our specially made block ice molds. The ice block molds are available in round or rectangular form. Simply fill the tubs with water and place into a deep freezer for two to three days. When freezing your own ice blocks, be sure not to freeze your ice too fast. We suggest setting your freezer to around ten degrees Fahrenheit. This will allow the ice to freeze slower which will produce a better ice block. Ice frozen too quickly will crack when shaved. This is extremely important!

Need larger quantities of block ice? Tired of paying all that money to your local ice company? We also sell Sno-Block Ice Makers that can produce 18, 40, 80 or 120 blocks of ice per day. We have several models of the Spinner Block Ice Maker that can produce round blocks of ice that are perfect for our Hawaiian style block ice shavers.

If you do decide to make your own ice, you might want to check your water quality to be sure that it will not negatively affect your shaved ice or snow balls. Try making a batch of ice



to taste for quality. You should also check with your local health department about water testing and purity standards.

Whatever type of ice you use, please be sure that you understand the advantages and disadvantages of using cube ice shavers over block ice shavers.

SERVINGS PER BAG OR BLOCK

The number of servings per bag or block of ice will vary greatly depending on the type of ice shaver you choose and the size of your cups. Ice temperature, handling and blade settings all play a key factor. The chart below contains estimates for servings yielded by block or cube ice.

ICE TEMPERATURE

For block ice shavers, the temperature of your block ice can make or break your shaved ice business. Block ice that is too

cold when shaved will not stick together. Ice that is too warm will create a clumpy mess. Either way, you will not get ideal results if your ice is not at the proper temperature.

To solve this problem you can “temper” or “warm up” your ice blocks in order to get the correct ice consistency. Tempering allows the ice to reach an ideal shaving temperature of 18 to 20 degrees Fahrenheit. To temper your ice, simply remove an ice block from the freezer about 10-20 minutes before you need it. You can place your block ice in a five-gallon bucket or a restaurant bus tray during the tempering process. Once the ice block begins to melt on the outside surface, simply place the block into a chest type ice cooler. A 48 or 60-quart cooler

works best in order to maintain the temperature. This sweating or melting of the ice block will be your signal that the ice has reached the tempered stage. If for some reason your block ice gets too warm during the tempering process or while in the

NUMBER OF SHAVED ICE SERVINGS PER POUND AND TYPE OF ICE				
TYPE OF ICE	8 OZ. CUP	12 OZ. CUP	16 OZ. CUP	20 OZ. CUP
12 lb. Ice Block	20-25	15-20	12-16	10-14
6 lb. Ice Block	10-13	7-10	7-8	5-7
10 lb. Bag of Ice	29-31	21-23	15-17	12-14
8 lb. Bag of Ice	23-25	17-19	12-14	9-11
1 lb. of Cube Ice	3	2.25	1.5	1.25

NUMBER OF SNOW CONE SERVINGS PER POUND OF ICE			
TYPE OF ICE	6 OZ. CUP	8 OZ. CUP	10 OZ. CUP
10 lb. Bag of Ice	30	22-23	17-19
8 lb. Bag of Ice	22-25	17-19	13-15
1 lb. of Cube Ice	3	2.25	1.8

cooler, the ice will become clumpy and will not hold flavor well. If this happens, simply place the ice back into the freezer to refreeze.

Another tip that will help with tempering is to adjust the temperature of your block ice storage freezer as close to 18 to 20 degrees Fahrenheit as possible. Simply place a freezer thermometer inside your freezer to determine the temperature setting. Allow twenty-four hours to pass for each temperature adjustment before taking your readings.

Tempering ice will take some practice. You will need to adjust how many ice blocks are tempered at the same time. This will be determined by how busy you are at your location. You will get a feel for how often you need to replenish your tempered blocks. Remember, if you temper too many blocks at once, you can always refreeze them.

Tempering is not necessary for shaved ice and snow cone machines that use cube ice. We suggest just the opposite, drop the temperature of your freezer to around 5 to 10 degrees Fahrenheit. You can do this by placing the cube ice in an ordinary chest freezer overnight. We have found that the harder the cube ice, the fluffier the snow a cube ice shaver will produce. This also applies to snow cone machines as well.

If the cube ice gets too warm, watery or as we call it “wet,” the ice shaver will produce very clumpy or crunchy snow. For example, the outdoor ice merchandiser that you see outside of your local convenience store often keep the bags of cube ice around 15 to 20 degrees — just cold enough to keep it from melting. If you take that ice directly from the store merchandiser and shave it, you will get a decent cup of shaved ice. Instead of taking it directly from the ice merchandiser, drop it in a freezer overnight to allow the cube ice to get colder

and harden a bit. Now when you shave the harder, colder ice, it will be fluffier than if taken directly from the merchandiser. One word of caution, if you get the ice too cold, the ice will be so fluffy that it will melt once syrup is added to it. If you find this happening, simply increase the temperature in your chest freezer. We suggest that you experiment with your machine and ice for a time prior to opening your business. This will allow you to gain needed experience in shaving ice and maintaining the best ice temperatures.

Syrups & Flavor Concentrates

Our premium shaved ice concentrates and ready-to-use (RTU) syrups will continuously bring your customers back to your shaved ice or snow cone stand. They are made with the finest ingredients. No expense is spared in bringing you the best syrup concentrates and ready-to-use syrups that we can offer. These shaved ice and snow cone concentrates and flavors are used in thousands of shaved ice and snow cone businesses all over the world. All of our syrups are available in quart and gallon containers, in either concentrate or ready-to-use form.

Please note that shaved ice syrups are the same as snow cone syrups. There is no difference. We refer to both varieties in this manual because some readers plan to open a shaved ice business while other readers intend on opening a snow cone business.

When operating your shaved ice business, we suggest keeping the number of flavors to a minimum. By using all of our flavor concentrates and specialty recipes, you can easily have over one hundred flavors. We highly discourage this plan. We suggest starting out with twenty to thirty popular shaved ice flavors. After you get the hang of the shaved ice business, you can add more flavors as you see fit. Most established shaved ice businesses will offer fifty to seventy-five flavors. Most snow cone businesses will offer three to ten flavors. We have found that the more flavors you have, the harder it will be for your customers to make a decision. This often causes a longer wait time for other customers.

When selling at high-volume events such as festivals, carnivals or company picnics, we suggest only serving three to eight flavors of shaved ice. Since these events tend to be extremely busy, you want to keep your customers' choices easy and your lines moving quickly.



In order to maintain the freshness of our snow cone and shaved ice flavors and concentrates, we recommend storing the flavors at room temperature and out of direct sunlight. You may refrigerate syrups. However, it isn't necessary. Always keep the bottles sealed and shake them well before each use. This is especially important for concentrates that may not have been used for an extended period of time. Shaking your concentrates is the number one way to keep your flavors tasting their best!

WHY BUY OUR CONCENTRATES AND SYRUPS?

As with anything else, prices will vary from company to company. This is true with shaved ice concentrates and syrups. Currently, our quarts of concentrate are selling for \$14.95 and our gallons of concentrate are \$37.95. We admit, we are not the cheapest, but we are not the most expensive. If you look hard enough, you can find concentrates that range in price from a watered down \$17.00 per gallon to an unbelievable \$192.00 per gallon. Now that is a huge difference!

In our opinion, the \$192.00 per gallon concentrate is nothing more than a rip off. It would take \$6.00 worth of this high-priced concentrate just to flavor a gallon of simple syrup. At our price of \$37.95, you can flavor the same gallon of simple syrup for \$1.18. You have a savings of almost \$5.00 per gallon of syrup. If you used 10 gallons of syrup a day, your daily savings would almost be \$50.00. At that rate, your monthly savings would be almost \$1,500.00. Shaved ice concentrate is not worth \$192.00 a gallon. We promise you! We will put our concentrates next to their overpriced version any day!

The concentrates we sell are used in thousands of shaved ice businesses throughout the world, resulting in millions of dollars worth of retail sales every year. We are not a distributor that is selling the cheapest concentrate we can get at the cheapest price possible. We believe in quality. Sometimes, this means you have to pay a little extra for the best (but NEVER \$192.00 a gallon). It is a small price to pay when you consider how far the concentrate goes and the huge increase in quality. Remember, your goal is to have your customers come back to buy more. You want them to tell their friends that you serve the best cup of shaved ice they have ever eaten! As you can see, serving a high quality shaved ice concentrate is extremely important to your business.

READY-TO-USE SYRUPS

If you are just starting out or just want to test the market before jumping in headfirst, try using our ready-to-use shaved ice syrups. They are a great way to begin your shaved ice or snow cone business. Available in over ninety-five flavors, our ready-to-use syrups require no special mixing. We do all the work for you! All you have to do is open the syrup and pour. No long hours spent mixing or measuring ingredients for your syrups. You don't even have to worry about preserving the syrups!

We have found that before buying flavor concentrates, many customers will purchase a bottle or two of the ready-to-use syrup in order to test the market. Once that new flavor has proven popular with customers, the concentrate is then purchased.

FLAVOR CONCENTRATES

If ready-to-use syrups are not preferred, most of our flavors are available in concentrate form. This is a much more economical way for high-volume businesses to operate. When using flavor concentrates, you can cut your syrup cost by about 70% to 80% by making your own snow cone or shaved ice syrup. Simply purchase the desired flavor concentrates, add simple syrup and preservatives and you are ready to go. A quart of shaved ice or snow cone concentrate will flavor eight gallons of syrup (32 quarts). A gallon of shaved ice or snow cone concentrate will flavor 32 gallons of syrup (128 quarts). If you are not sure about adding a new flavor, we now sell samples of our flavor concentrates. Samples are available in four-ounce bottles.

All of our flavor concentrates are sold in a liquid form only. We periodically get calls from customers who want to buy our concentrates in a powdered form. We do not endorse powdered concentrates. In our opinion, it is almost impossible to get the same quality from a powdered concentrate as you can from a liquid concentrate. Remember, the key is to serve a quality product that will create repeat customers.

MAKING READY-TO-USE SYRUP FROM CONCENTRATES

You can make any ready-to-use syrup on your own by using our flavor concentrates. Follow our 3-step process below and you'll be whipping up your own ready-to-use syrup in no time.

SWEETEN IT.

To get started, you need to make the base for all syrups, the sweetener. In this case, you'll be making a simple syrup solution — also known as sugar water. Simple syrup and flavor concentrates are combined to create flavorful ready-to-use syrups.

To make 1 gallon of simple syrup, simply dissolve 5 pounds of sugar into 2 ½ quarts of warm or hot water. Stir or shake the container until all sugar has dissolved.

To make large quantities, simply multiply the formula above with the number of gallons you wish to make. We have provided a handy recipe chart below for your convenience. Check out the next page to make a sugar-free option.

PRESERVE IT.

After making the simple syrup, the shelf life is around seven to fourteen days. Oftentimes, this is an inconvenience for businesses. Instead of throwing away unused syrup, extend the shelf life by adding two ingredients — sodium benzoate

and citric acid. Adding sodium benzoate and citric acid lengthens the shelf life to six months!

To preserve, add 1 ounce of sodium benzoate to every gallon of simple syrup and stir thoroughly. Next, add ¼ ounce of citric acid for every gallon and stir again thoroughly. It is extremely important that both ingredients are added separately and mixed thoroughly between steps. Adding both ingredients at the same time will cause the preservatives to crystallize!

We get a lot of questions about the need to add both citric acid and sodium benzoate to the syrup. Most people want to know why they can't just add one or the other. The sodium benzoate serves as a mold inhibitor, but it does not work properly at a pH above 4.5. If you don't add citric acid, your simple syrup would fall into the pH range of 6 to 7. By adding the citric acid, you lower the pH to the appropriate level so the sodium benzoate will work.

FLAVOR IT.

Before adding flavor to simple syrup, shake all flavor concentrates thoroughly — ensuring no ingredients are settled at the bottom of the bottle or jug. After shaking, add 4 ounces of concentrate to every gallon of preserved simple syrup. To make a quart, add 1 ounce of concentrate to every quart of simple syrup.

Many business owners pre-make simple syrup in large mixing containers. When a flavor is needed, they dispense the unflavored simple syrup into a bottle or jug and add the flavor concentrate at that time — making ready-to-use syrup on the fly!

WHERE AM I GOING TO STORE TEN GALLONS OF BLUE RASPBERRY?

Customers often think they will need to make five or ten gallons of each flavor on their menu in order to start the business. However, this is a common misconception. The syrup-making process is fairly simple if you follow the steps below.

At our stands, we made all of our flavored syrups by the quart as needed. Before we opened for the season, we made two quarts of each flavor. One quart served as a backup while the other quart served as our pouring quart. We installed shelves on the walls of our shaved ice stands to hold our backup syrup bottles. The pouring bottles used for dispensing the syrup were usually kept to the right or left of the shaved ice machine. Once the pouring quart was emptied, we simply grabbed the backup



SIMPLE SYRUP RECIPE CHART						
1 SWEETEN IT.		2 PRESERVE IT.			3 FLAVOR IT.	
AMOUNT OF SYRUP NEEDED*	WATER	SUGAR	SODIUM BENZOATE	CITRIC ACID	FLAVOR CONCENTRATES	MIX THOROUGHLY ALL DONE!
1 gallon	2 quarts & 16 oz.	5 lbs.	1 oz.	.25 oz.	4 oz.	
5 gallons	3 gallons & 16 oz.	25 lbs.	5 oz.	1.25 oz.	20 oz.	
10 gallons	6 gallons & 32 oz.	50 lbs.	10 oz.	2.5 oz.	40 oz.	
15 gallons	9 gallons & 48 oz.	75 lbs.	15 oz.	3.75 oz.	60 oz.	
20 gallons	12 gallons & 64 oz.	100 lbs.	20 oz.	5 oz.	80 oz.	
25 gallons	15 gallons & 80 oz.	125 lbs.	25 oz.	6.25 oz.	100 oz.	
30 gallons	18 gallons & 96 oz.	150 lbs.	30 oz.	7.5 oz.	120 oz.	

*PLEASE NOTE - This is the amount of ready-to-use syrup you wish to produce. This is not the amount of water used in the recipe.

and it became our pouring bottle. The empty bottle was then filled with flavored syrup and placed on the backup shelf to serve as the next backup.

In order to keep this process running smoothly, we had a quart squeeze bottle filled with concentrate for every flavor that was on our menu. We also had a twenty-gallon mixing container that held our unflavored, simple syrup. We dispensed the simple syrup from the mixing container as needed. If your stand does not have city water and sewer, you will need to make your unflavored syrup offsite, dispense the syrup into gallon jugs and bring the jugs to the stand as needed. You can flavor the syrup at the stand as needed.

FILTERED WATER

Water quality can vary greatly throughout the country. The vast majority of our customers can use their water straight from the tap when making shaved ice syrups and blocks or cube ice. However, if the water quality and taste in your area of the country is not the best, you may need to use a water filtration system or buy bottled water for your syrups and ice making. If you have unsuitable tasting water, we suggest making a batch of shaved ice and snow cone syrup with your current water supply to see if the sweetness overpowers any bad taste from your water. If your syrup still has an off taste, try filtering the water with a household water filter or contact a water quality specialist in your area.

SUGAR FREE SYRUPS

Want to cash in on the sugar-free, low-carb craze? We now offer delicious ready-to-use sugar-free flavors! You may also mix your own sugar-free syrup using our Faux Sweet Sugar-Free Base Packs. Simply mix the sugar-free base with water and combine with your choice of our sugar-free concentrate flavors. Keep in mind not every concentrate flavor is sugar free. Some contain small amounts of sugar while others don't. If you are interested

in a flavor that contains sugar, you can still use the sugar-free base and sell that flavor as a low sugar option. It would nearly be sugar free if it wasn't for the small trace in the concentrate. Start attracting new customers today — the possibilities are endless for your sugar-free flavors!

The following is a list of sugar-free concentrate flavors. All others on our flavor list contain sugar.

- Banana
- Blackberry
- Blue Cotton Candy
- Blue Hawaiian
- Blue Raspberry
- Blueberry
- Candy Apple
- Cantaloupe
- Chocolate
- Coconut
- Coffee
- Cotton Candy
- Creamy Coconut
- Daiquiri
- Dill Pickle
- Guava
- Honeydew Melon
- Hot Cinnamon
- Ice Cream
- Kiwi
- Lemon
- Lemon-Lime
- Mai Tai
- Mango
- Mocha
- Passion Fruit
- Peach
- Pina Colada
- Polar Punch
- Raspberry
- Root Beer
- Silver Fox
- Strawberry
- Strawberry Cheesecake
- Tamarind
- Tiger's Blood
- Tropics
- Tutti Frutti
- Vanilla
- Watermelon
- Wedding Cake
- Wild Cherry
- Wild Strawberry
- Wine Cooler

The sugar-free syrup base is a powdered formula and will make one gallon of syrup. Simply follow the instructions on the product and add four ounces of flavor concentrate. Not only are they easy to make, they are delicious and refreshing!

Sugar-Free Shaved Ice Syrup Recipe

In a gallon jug, add 1 quart of hot water. Pour the entire contents of a sugar-free base pack into the jug. Cap and shake vigorously for 1 minute until solution is thoroughly mixed. Next, add cold water to fill the jug, leaving enough room for 4 ounces of concentrate. Cap the jug again and shake for 1 minute. Allow the unflavored syrup to sit for 30 minutes before flavoring. After 30 minutes, flavor with your choice of concentrate.

Now that I've explained how easy it is, go ahead and choose your flavors from the list above and get started! Some of the most popular sugar-free flavors are Wild Cherry, Grape, Strawberry, Banana, Dreamcycle and Pink Lemonade.

A pure cane sugar syrup has a pretty long shelf life when preserved. Unfortunately, the shelf life of the sugar-free solution will be shorter — generally seven to fourteen days. Consider refrigerating the syrup to extend the life by an additional week.

If you're afraid you can't use a full gallon of sugar-free syrup before it expires, consider dividing the powdered formula into 4 equal parts and make a quart of syrup instead. This is also a good way for you to test which flavors are more popular with your customers before mixing large batches.

Each cup of prepared syrup contains only ten calories and eight grams of carbohydrates! How's that for a healthy and sweet treat? Start offering sugar free or low sugar flavors today!

Flavor List

Most of our snow cone or shaved ice flavors listed are available in ready-to-use syrup form or concentrate form. Gallons or quarts are available in both forms. Not all flavors listed on the next couple of pages are available only in ready-to-use form; likewise, not all flavors are available in concentrate form.



FLAVOR	DESCRIPTION
Bahama Mama	A fruity blend of pineapple, coconut, orange and cherry
Banana*	A sweet, tropical banana flavor with a mouthwatering aroma
Black Cherry	A delicious, sharp and rich cherry flavor
Blackberry	A dark fruity flavor with a true berry taste
Blue Coconut	An island favorite for its color, but the same fresh coconut taste
Blue Cotton Candy*	A vanilla candy flavor — like a freshly spun carnival treat.
Blue Eagle	A sweet rich bubble gum flavor.
Blue Hawaiian	Hawaiian punch flavor with a hint of coconut.
Blue Raspberry*	Similar to our regular raspberry, but not quite as tart.
Blueberry	Incredible, true-to-life blueberry flavor.

Blue Bubble Gum	Flavor so real, you might try to blow a bubble.
Buttercream	A mellow butter cream vanilla flavor.
Butterscotch	Like your grandma's butterscotch candy!
Cake Batter	Tastes just like yellow cake batter.
Candy Apple	Sweet apple flavor with a hint of candied cinnamon.
Cantaloupe	Tastes like a slice of fresh cantaloupe. Great melon taste.
Cherimoya	Creamy, custard like, exotic fruit flavor.
Cherry*	Rich cherry flavor. A top five seller.
Cherry Cola	Like those that were served at the old soda shops.
Chocolate	Milk chocolate flavor.
Chocolate Covered Cherry	Our famous cherry syrup with a hint of chocolate.
Chocolate Covered Strawberry	Fresh strawberry flavor combine with chocolate.
Clear Blue Raspberry	Enjoy our blue raspberry flavor without blue teeth!
Clear Cherry	Our famous cherry syrup now available without color.
Clear Strawberry	Now have our fresh strawberry syrup without red teeth!
Coco-Banana	A tropical blend of coconuts and bananas.
Coconut	Rich, well-rounded coconut flavor.
Coffee	Rich full flavor. Made with real Colombian coffee.
Cola	A soda fountain favorite! Combine with cherry for cherry colas.
Cookie Dough	Great cookie dough flavor.
Cotton Candy	One taste of this and you will think you are at the county fair.
Creamy Coconut	Creamy coconut with a hint of vanilla.
Dreamsycle	Tastes like an orange push-up pop.
Egg Custard	Thick, real egg custard flavor.
Fuzzy Navel	An orange and peach blend.
Granny Smith Apple	Very tart apple taste. Sometimes called sour apple.
Grape*	Real grape flavor.
Grapefruit	Fresh, ripe, grapefruit taste.
Green Apple	Sweet and sour apple taste.
Guava	Just like the guava fruit.
Hawaiian	A blend of fruity flavors. Tastes like tropical punch.
Homemade Ice Cream	Like eating homemade ice cream or snowcream at home.
Honeydew Melon	Fresh, ripe honeydew taste.
Horchata	Refreshing, cinnamon, vanilla rice milk with a hint of nuts.
Hot Cinnamon	Hot, cinnamon flavor. Tastes like Red Hot candies.
Hurricane	Tastes like a hurricane cocktail straight off of bourbon street.
Ice Cream	Creamy, rich vanilla ice cream flavor.
Jalapeño	Spicy hot jalapeño flavor.
Key Lime Pie	You'll think you are in the keys!
Kiwi	Taste like a fresh kiwi without the seeds.
Leche	Creamy vanilla with a hint of cinnamon. Excellent as a cream flavor.
Lemon	Sweet lemon-drop flavor.
Lemonade	Tart, tangy lemonade flavor.
Lemon-Lime*	A refreshing combination of lemon and lime flavoring, slightly tart.
Lime	Robust, fresh-squeezed lime flavor.
Mai Tai	Just like the drink but with no alcohol.

Mango	Peachy-plum flavor with a hint of citrus.
Margarita	Straight from the bar but without the alcohol.
Mocha	Delicious coffee flavor with an infusion of chocolate milk.
Mudslide	Delicious mixture of cane rum flavor, real coffee, natural cocoa, and pure vanilla extract.
Ocean Mist	Tropical citrus flavor. Refreshing.
Orange	True, fresh squeezed orange flavor.
Orange-Pineapple	A refreshing blend of orange and pineapple.
Orange Splash	Combination of orange and banana.
Passion Fruit	A sweet fruity flavor straight from the passion flower fruit.
Peach	Like eating a peach without the "fuzz."
Pina Colada*	Straight from the bartender's blender but without the alcohol. A top five flavor.
Pineapple	Tastes like freshly sliced pineapple.
Pink Bubble Gum	Bazooka flavored bubble gum.
Pink Lemonade	Refreshing lemonade flavor, slightly tart.
Polar Punch	Cool, refreshing arctic punch taste.
Pomegranate	True, pomegranate flavor.
Raspberry	Similar to tart, fresh raspberries.
Red Velvet Cake	Just like the cake. You will look for the icing.
Root Beer	Real root beer taste.
Silver Fox	Creamy, almond-vanilla flavor.
Sour Cherry	Very tart cherry flavor.
Sour Grape	Very tart grape flavor.
Spearmint	Rich, smooth and cool spearmint flavor.
Strawberry*	Like biting into a delicious, ripe strawberry.
Strawberry Cheesecake	Real cheesecake flavor bursting with fresh strawberries.
Strawberry Daiquiri	Like strawberry but with a lime twist.
Strawberry-Banana	A refreshing blend of strawberry and banana.
Strawberry-Kiwi	A refreshing blend of strawberry and kiwi.
Tamarind	Tastes like a fruity tea.
Tangerine	Teeming with tart tangerine flavor.
Tiger's Blood*	Fresh fruity watermelon-strawberry taste with a hint of coconut.
Tongue Twister	A tart fruit blend with a dash of citrus.
Tropics	A terrific blend of tropical fruits.
Tutti Frutti	A scrumptious potpourri of fruit and berries.
Vanilla	No imitation flavor here. This is real vanilla flavor made straight from vanilla beans.
Vanilla Cola	The name says it all. Tastes like you scooped vanilla ice cream in your soda.
Watermelon*	Like a fresh watermelon, without the seeds.
Wedding Cake	Here's comes the bride!
Wild Cherry	Great cherry flavor but not quite as sweet.
Wild Strawberry	A stronger, more tart, strawberry flavor.

* Available in Classic and Sugar-Free

Recipe & Topping Ideas

SPECIALTY RECIPES USING FLAVOR CONCENTRATES

Want to add some variety to your flavor menu? Try out some of the following recipes to make unique flavors of your own. You can easily add a few flavors to your selection by using concentrates that you already have in stock.

The recipes listed in the table below are for making one gallon of ready-to-use syrup. Simply add the ingredients to a gallon jug. Top off with preserved simple syrup, cap and shake well. If quarts are needed in any of the following specialty recipes, simply divide the measurements by four.

Sour Flavors	Wine Coolers	Daiquiris	Margaritas	Fuzzy Navel	Ninja Turtle	Melon Berry	Cherry Blaster
4 ounces of Citric Acid	3 ounces of Wine Cooler Concentrate	3 ounces of Daiquiri Concentrate	3 ounces of Margarita Concentrate	2 ounces of Orange Concentrate	2 ounces of Lime Concentrate	2 ounces of Watermelon Concentrate	2 ounces of Cherry Concentrate
4 ounces of Flavor Concentrate (your choice)	1 ounce of Flavor Concentrate (your choice)	1 ounce of Flavor Concentrate (your choice)	1 ounce of Flavor Concentrate (your choice)	2 ounces of Peach Concentrate	2 ounces of Banana Concentrate	2 ounces of Strawberry Concentrate	2 ounces of Black Cherry Concentrate

QUICK POUR RECIPES

Here is a list of recipes that we found several years ago. Some we have tested and used successfully. We suggest giving some of these a try yourself before adding them to your menu. Most recipes are half and half, but you may want to adjust them according to your own taste.

- **Aloha Pineapple** – Pineapple and Blue Coconut
- **Apple Cider** – Green Apple with Hot Cinnamon around edges
- **Banana Ambrosia** – Banana and Creamy Coconut
- **Banana Custard** – Banana, Egg Custard, and Cream
- **Banana Pudding** – Banana, Egg Custard or Ice Cream and/or Cream
- **Banana Split** – Banana, Mixed Flavors and Cream
- **Bananarama** – Banana and Strawberry Cheesecake
- **BanAppleBerry** – Green Apple, Blueberry, Banana, and Cream
- **Banshee** – Banana, Chocolate and Cream
- **Barbie** – Wedding Cake and little bit of Pink Bubble Gum
- **Barney** – Pink Cotton Candy and Blue Bubble Gum
- **Batman** – Black Cherry and Banana
- **Berry Banana** – Banana, Strawberry, and Blueberry
- **Berry Berry** – Blueberry, Strawberry, and Raspberry
- **Berry Coconut** – Blue Coconut and Blueberry
- **Berry Freeze** – Blueberry, Pineapple, Wild Strawberry, and Creamy Coconut
- **Berry Jam** – Strawberry and Raspberry
- **Birthday Cake** – Cotton Candy and Wedding Cake
- **Black Cherry Custard** – Black Cherry, Egg Custard and Cream
- **Black Cherry Lemonade** – Lemonade with Black Cherry
- **Black Raspberry** – Black Cherry and Blue Raspberry
- **Blackberry Cobbler** – Blackberry, Egg Custard, and Cream
- **Blackberry Lemonade** – Blackberry layered with Lemonade
- **Blue Bubbly Coconut** – Blue Bubble Gum, Creamy Coconut with Cream
- **Blue Eagle** – Blue Coconut and Pina Colada
- **Blue Melon Berry** – Blue Raspberry and Watermelon
- **Blueberry Cobbler** – Blueberry with Ice Cream and Cream
- **Blueberry Colada** – Blueberry mixed with Pina Colada
- **Blueberry Lemonade** – Blueberry layered with Lemonade
- **Brown Cow** – Root Beer and Cream
- **Buggy Berry** – Cherry with tiny Chocolate chips
- **Bulldog Power** – Strawberry, Cherry, and Raspberry
- **Butter Pecan** – Praline, Buttercream with Cream
- **Cactus Juice** – Lime, Pineapple, Orange, and Blueberry
- **Café Vienna** – Coffee with a bit of Cinnamon and Cream
- **Cappuccino Chill** – Coffee with a bit of Vanilla and Cream
- **Cappuccinos** – Coffee layered with flavor of choice & Cream
- **Caramel Apple** – Green Apple with Caramel topping
- **Cherry Berry** – Mixed Flavor (Generally Strawberry and Cherry)
- **Cherry Cobbler** – Cherry, Egg Custard, and Cream
- **Cherry Coke** – Cola with a bit of Cherry
- **Cherry Colada** – Pina Colada mixed with Wild Cherry
- **Cherry Cordial** – Cherry, Chocolate Syrup, and Cream
- **Cherry Lemonade** – Lemonade mixed with Wild Cherry or regular Cherry
- **Cherry Limeade** – Lemon Lime with Cherry to taste
- **Cherry Pie ala Mode** – Black Cherry, Chocolate Topping, and Whipped cream
- **Cherry Vanilla** – Vanilla with bit of Cherry
- **Chili Lemonade** – Fill cup to half full. Add a teaspoonful of sweet chili powder sprinkled over, real lemon juice sprinkled over this, lemonade, and repeat layers to taste
- **Chocolate Cola** – Cola with bit of Chocolate
- **Chocolate Covered Strawberry** – Wild Strawberry and Chocolate Cream
- **Chocolate Cream** – Chocolate and Cream
- **Chocolate Fudge** – Chocolate, layered Chocolate Syrup, and Chocolate Cream
- **Chocolate Mocha** – Coffee, Chocolate and Cream
- **Cinnamon Cream** – Hot Cinnamon and Cream
- **Cinnamon Ice Cream** – Ice Cream or Vanilla with a bit of Cinnamon and Cream
- **Citrus Melon** – Pineapple and Cantaloupe
- **Cobblers** – Custard layered with flavor of choice and Cream
- **CocoBerry** – Blue Coconut and Wild Strawberry
- **Coconut Cream Pie** – 3/4 Creamy Coconut and 1/4 Egg Custard

- **Coconut Pie** – Creamy Coconut mixed with Ice Cream
- **Coconut Surprise** – Creamy Coconut, Pineapple and Banana
- **Cola Float** – Cola and Cream
- **Coladas** – Pina Colada layered with flavor of choice
- **Cooler** – Wine Cooler
- **Coral Cooler** – Cherry, Mango and Orange
- **Dilly Surprise** – Dill Pickle with Chipped Dill Pickles inside and on top
- **Double Bubble** – Blue and Pink Bubble Gum. Top is half and half.
- **Dutch Apple Pie** – Granny Smith Apple, a bit of Hot Cinnamon, Ice Cream and Cream
- **Fireball** – Hot Cinnamon
- **Fizzes** – Fruit flavors layered with Sprite
- **Flag** – Any clear flavor. Top striped in red, clear and blue.
- **Flatbush Orange** – Orange and Raspberry
- **Floats** – Flavor of choice layered with Cream
- **Fruitasia** – Tutti Fruitti, Creamy Coconut, and Strawberry
- **Fruity Lemonade** – Lemonade layered with any fruit flavor
- **Fudgesicle** – Chocolate and Cream
- **Fuzzy Navel** – Peach and Orange
- **Garfield** – Orange and Grape
- **German Chocolate** – Chocolate, with a bit of Creamy Coconut, bit of Cream
- **Grape Ambrosia** – Pineapple, Grape, and Orange
- **Grape Guzzler** – Grape and Pina Colada
- **Hawaiian Lemonade** – Lemonade with Hawaiian
- **Hawaiian Sting** – Half Hawaiian and half Hot Cinnamon
- **Homemade Ice Cream** – Vanilla and Cream
- **Hot Shot** – Homemade Ice Cream with splash of Hot Cinnamon in Layers and on top
- **Juicy Fruit** – Tutti Frutti and Bubble Gum
- **Key Lime Pie** – Lime, Egg Custard, and Cream
- **Ki’Berry** – Kiwi and Strawberry
- **Kickapoo Juice** – Kiwi, Banana, and Cherry
- **Kiwi Lemonade** – Lemonade with Kiwi
- **Leaping Frog** – Watermelon in cup. Lime around edges
- **K’waiian** – Hawaiian and Kiwi
- **Leaping Lizard** – Peach and Strawberry
- **Lemon Custard** – Lemon mixed with Custard
- **Lemon Pie** – Lemon, Egg Custard, and Cream
- **Lemonades** – Lemonade layered with flavor of choice
- **Light Blue Coconut** – Creamy Coconut and Blue Coconut
- **Limeade** – Lemonade and Lime
- **Luscious Lime** – Raspberry, Lime, and Strawberry
- **Mango Lemonade** – Lemonade mixed with Mango
- **Mermaid** – Lime with Orange on top
- **Mexican Mocha** – Chocolate and Coffee with a bit of Cinnamon and Cream
- **Mocha Cappuccino** – Mocha and Cream
- **Mocha** – Coffee with about 1/4 Chocolate
- **Mounds** – Creamy Coconut layered with Chocolate and Cream
- **Ninja Turtle** – Mixed Flavor of Lime and Banana
- **Ocean Mist** – Mixed Flavor of Lemon Lime, Pina Colada, and bit of Creamy Coconut
- **Orange Bite** – Mandarin Orange or Orange with 1 oz, citric acid per quart
- **Orange Mist** – Orange with Creamy Coconut
- **Orange Splash** – Orange and Banana
- **Orange/Pineapple** – Orange mixed with Pineapple
- **Passion Lemonade** – Passion Fruit and Lemonade
- **Passion Punch** – Passion Fruit, Strawberry, Peach, and Banana
- **Peach Lemonade** – Lemonade mixed with Peach
- **Peach Melba** – Peach mixed with Raspberry
- **Peach Passion** – Peach and Passion Fruit
- **Peach Sunrise** – Peach with a bit of Creamy Coconut
- **Peachy Lemonade** – Lemonade with Peach
- **Pineapple Custard** – Pineapple, Egg Custard and Cream
- **Pineapple Lemonade** – Pineapple and Lemonade
- **Pineapple Twist** – Pineapple and Banana
- **Polar Punch** – Tropical Punch and Cherry Berry
- **Power Ranger Punch** – Cherry and Banana
- **Puddings** – Egg Custard layered with flavor of choice and Cream
- **Purple Cow** – Grape in cup with Orange on top
- **Purple Passion** – Passion Fruit and Grape
- **Purple-Saurus Rex** – Blue Bubble Gum and Grape
- **Raspberry Colada** – Raspberry mixed with Pina Colada
- **Raspberry Jam** – Raspberry and Strawberry
- **Raspberry Lemonade** – Lemonade mixed with Raspberry
- **Raspberry Supreme** – Raspberry, Blueberry, and Banana
- **Real Coke Float** – Cola and three dips of Ice Cream
- **Red Strawberry Lemonade** – Lemonade layered with Strawberry
- **Red Velvet** – Dreamstyle and Tiger’s Blood
- **Root Beer Float** – Root Beer with a bit of Ice Cream and Cream
- **SnoBerry** – Blueberry and Clear Strawberry
- **SnoBerry Lemonade** – Blueberry, Clear Strawberry and Lemonade
- **SnoFizz** – Any flavor of your choice- 3/4 flavor with Sprite and squirt of Sprite on top to fizz
- **Spiderman** – Strawberry and Ice Cream with blue and red on top
- **Sting** – Hawaiian and Hot Cinnamon
- **Straw Melon** – Strawberry and Watermelon
- **Strawberry Banana** – Strawberry mixed with Banana
- **Strawberry Breeze** – 1/3 each of the following: Strawberry, Orange and Lemonade
- **Strawberry Colada** – Strawberry mixed with Pina Colada
- **Strawberry Custard** – Strawberry, Egg Custard, and Cream
- **Strawberry Ice Cream** – Strawberry mixed with Ice Cream flavor
- **Strawberry Lemonade** – Strawberry mixed with Lemonade
- **Sunshine** – Tangerine and Creamy Coconut
- **Toxic Waste** – Granny Smith Apple, Tiger’s Blood, and Citric Acid

- **Tropical Delight** – Orange, Peach, and Strawberry
- **Tropical Hurricane** – Orange and Hurricane
- **Tropical Lemonade** – Hawaiian and Lemonade
- **Wango Tango** – Pina Colada, Pineapple, and Lemon Lime
- **Watermelon Lemonade** – Lemonade mixed with Watermelon
- **Watermelon Sour** – Mixed Flavor of 1 oz. of Citric Acid and 1 oz. of Watermelon per quart bottle
- **Wild Cherry Lemonade** – Lemonade layered with Wild Cherry
- **Wild Strawberry Custard** – Wild Strawberry, Egg Custard, and Cream
- **Wild Strawberry Lemonade** – Lemonade layered with Wild Strawberry
- **Wormy Sno** – Strawberry with gummy worms inside and sticking out
- **Yellow Ice Cream & Cream** – Ice Cream and Cream

Rainbow

Kids go crazy about any rainbow combination that you can create. Simply use a variety of colored syrups in order to produce a rainbow effect. Start pouring syrups, one at a time, in straight lines starting from one side of your shaved ice or snow cone cup to the other. Use colors that, when mixed together, will create new colors. For example, if you use Cherry (Red) on one side of the cup, Blue Raspberry (Blue) on the other side of the cup, then Banana (Yellow) as the strip down the middle, the yellow overlapping the blue will make green and the yellow overlapping red will make orange. It will look as if five flavors were used when in fact you only used three flavors. We would often charge an additional 25¢ - 50¢ for rainbows.

MIXERS

Many customer will request two or more flavors be served on their shaved ice. We call these mixers. A great moneymaker, mixers can easily get you an additional 25¢ - 50¢ for each cup sold. We charged an additional 25¢ for each flavor added. If three flavors were used, we added 50¢. Some businesses do not charge extra for mixers at all. Mixers will be very popular at your business.

CREAM FLAVORS

Add some variety to your flavor menu by offering mouth-watering creamy flavors. Adding evaporated milk (cream) to a flavor gives the shaved ice a creamy taste and texture close to homemade ice cream. When cream flavors are used, we suggest adding 25¢ - 50¢ to your base shaved ice cup price.

To make a quart of any cream flavor, simply add four ounces of evaporated milk to an empty long neck quart bottle. Top off the bottle with any flavor of syrup. To make a gallon of any cream flavor, add sixteen ounces of evaporated milk to an empty gallon jug. Top off the jug with any flavored syrup.

Some flavors that work great as cream flavors are Banana, Peach, Vanilla (most popular cream flavor), Strawberry, Pina Colada, Coconut, Chocolate, Strawberry Cheesecake and Egg Custard. Acidic flavors usually will not work well since they may cause the evaporated milk to curdle. Once the evaporated milk is added, the flavor must be refrigerated and will usually last for four to five days.

SNOW CAPS

Instead of offering cream flavors, some shaved ice businesses will offer a "Snow Cap." This is where a cup of shaved ice is made and flavored as normal. After the final pour of shaved ice syrup, the prepared cup of shaved ice is lightly topped with a layer of fresh snow. This unflavored layer is then covered lightly in evaporated milk to form a white "Snow Cap" on top of the shaved ice. As the cup of shaved ice is eaten, the milk and the flavor will mix together to provide a creamy treat. This is worth at least an extra 50¢ - 75¢.

ICE CREAM & SHAVED ICE

Hand dipped or soft serve ice cream can be used to add a special touch to any cup of shaved ice. At many shaved ice businesses, ice cream is added to the bottom of the cup. Then ice is shaved and flavor is added to the cup as usual. As the customer eats the shaved ice, the ice cream will begin to melt and take on the same flavor as the shaved ice. We sold thousands of these shaved ice treats at our shaved ice business. Some shaved ice businesses add the ice cream to the top of the shaved ice cup instead of the bottom. Use your imagination and create your own special recipe. Think of a unique name so your customers will come back for more. We dubbed ours Dipped Delights. We suggest adding \$1.00 - \$2.00 additional for each cup with ice cream.



TOPPINGS

You can always get an additional 25¢ - 50¢ for each cup with the addition of various toppings or ingredients. Again, check with your local area to see what toppings are most popular in the area. For example, dill pickle juice and cayenne pepper are extremely popular in parts of Texas but may not be popular in other parts of the country.

Chocolate Syrup

To make one gallon of chocolate syrup, combine the ingredients below. If more chocolate flavor is needed, you can adjust the ration to suit your taste.

- 60 ounces of Hershey's Chocolate Syrup
- 60 ounces of Simple Syrup

Sweet Cream (condensed milk) is by far the most popular topping our customers sell. After you make a cup of shaved ice, simply pour an ounce or two over the top. Be careful because it can get very messy. You can even offer a double dose of sweet cream by layering the cream into the middle and then again on top. To make your supply last, some stands dilute the sweet cream with evaporated milk. The ratio is usually two cans of evaporated milk to one can of condensed milk. You can adjust the ratio as needed. Prices range from 25¢ - 50¢ per serving. Check your local grocery store for twelve or fourteen-ounce cans, usually found on the baking aisle.

Evaporated Milk can also be used as a topping. We have seen this topping used a variety of ways. The easiest way is to simply pour the evaporated milk over flavored shaved ice. The added milk gives the ice a slightly creamy flavor. Prices range from 25¢ - 50¢ per dose. Check your local grocery store for twelve-ounce cans, usually found on the baking aisle.

Mixing Supplies

If you're making your own syrups using concentrates, you will need some mixing supplies/tools. You will find each of the below items to be very useful. We recommend keeping several of each item on hand as a backup and you may even find some of these items already in your kitchen.

Plastic long neck quart bottles are perfect for storing and dispensing your syrup. They can be washed and reused repeatedly. We suggest keeping at least two or more bottles per flavor on hand at all times. Quart bottle caps are available.

Plastic gallon jugs are great for storing simple syrup, ready-to-use-syrups (RTU), flavor concentrates, or even cleaning solutions (just be sure to keep your cleaning solutions away from your syrups, you don't want any mix-ups). These jugs are heavy duty and as always, keep a few spare on hand for backups.

Flavor labels are a must for labeling and identifying all of your flavors. We carry two different types of labels, both which are moisture and flavor resistant.

Batch mixing containers were designed to help mix large quantities of simple syrup (sugar water). We carry these containers in five, ten, twenty, or thirty-two gallon sizes. Bottling syrup is a cinch using the included Tomlinson spout for dispensing.

A **mixing paddle** makes mixing large batches of simple syrup a breeze. These paddles are stainless steel, easy to clean, durable and a must have when mixing. (Could you imagine using a serving spoon from your kitchen? You'd be a sticky mess).

Marshmallow Cream is another popular item; however it can be very frustrating to add to shaved ice. We sold very little marshmallow cream at our stands. However, we have heard it to be very popular in places such as Maryland, Louisiana and Mississippi. Prices range from 25¢ - 50¢ per dose.

Other Toppings

A number of additional toppings can be served on shaved ice. Anytime you can get a customer to buy a topping for his or her shaved ice, it will increase the profit for your business. Here is a list of additional toppings you may want to consider. We suggest keeping your topping list to a maximum of four or five items.

- Sour Bite Spray
- Whipped Topping
- Pineapple Topping
- Strawberry Topping
- Chocolate Fudge
- Caramel Topping
- Crushed Cherries
- Butterscotch
- Wet Almonds
- Whole Cherries
- Chocolate Syrup
- Chopped Nuts



Measurements cups are definitely a necessity when mixing your concentrated ingredients. Our measuring cups are heavy duty and easy to read. We suggest keeping several on hand. Available in 8 oz. and 16 oz. sizes.

Our **squeeze dispensing bottles** are a must! These bottles allow you to measure one ounce of flavor concentrate or preservatives each time without spillage or loss of products. Simply, loosen the cap from the dispensing chamber, squeeze the bottle to fill measuring chamber and dispense concentrate in perfect one-ounce portions. We recommend having one per flavor and some additional on hand.

A **bottle washer** makes washing bottles super simple. It comes with an adapter to fit any faucet and directs a powerful stream of water from your faucet into any of your bottles. These brass washers have a lifetime guarantee and are highly recommended!

Funnels are also a necessity when running a shaved ice or snow cone business. How else would you fill up those quart bottles, concentrate bottles, gallon jugs or even your cleaning supplies? We suggest always having several funnels on hand.

Serving Supplies

Having a good stock of serving supplies is important to your success! You'll want your products to stand out from the competition, so bright and fun disposables are a must. We offer a full line of serving supplies and disposables from cups to napkins and everything in between. Here are some popular products we recommend.

CUPS

Over the years we have seen shaved ice served in a variety of containers. Some of these containers included wax cups, foam cups, Chinese take-out containers and novelty plastic containers.

We find that most people use insulated foam cups at their stands. We feel like the cups keep the product colder longer and are easy to wipe clean if syrup happens to run down the sides.

Foam cups are the most popular serving container for shaved ice. Although you can purchase white foam cups at Costco or Sam's Club at a cheaper cost, we do offer unique, colorfully designed cups in 8, 12, 16, and 20 ounce sizes. Customers enjoy these cups because they are like no other and, like I said before, standing out from the competition is vital.

Flower cups/witches hats can increase your shaved ice profits! These bright and fun cups are a great way to attract customers and keep them coming back. These cups are designed to hold a little more ice, are great for catching those pesky drips on clothing and they're easy to hold or place on the table. Most vendors sell these cups of shaved ice for \$3.00-\$6.00 each. Flower Cups are available in packs or cases of 4, 8, and 12 oz. sizes.

Snow cone cups are traditionally served with snow cones rather than shaved ice. Our heavy-duty, 6 ounce, colorful snow cone cups make any snow cone a treat! Available in sleeves of 200 or cases of 5,000.

SPOONS & STRAWS

Plastic spoons are normally served with each cup of shaved ice that goes out your serving window. We have two sizes of medium weight white spoons — regular size or long soda type spoons.

Color changing spoons are loved by all ages. These spoons magically change colors every time they scoop a



taste of their favorite shaved ice or snow cone. Available in cases of 1,000 in pink/purple, yellow/green, and white/blue.

Spoon straws are a fun yet practical utensil. Each straw is specially designed with a spoon on the end so customers can eat their shaved ice or snow cone rather than drink (to each their own). Kid and adults love them! Available in packs of 200 or cases of 10,000.



Color changing spoon straws

are a crowd pleaser and a lot of customers like to save them and use them at home. These straws change from one vibrant color to another in a matter of seconds, once placed into a cold treat. Everyone will love these and will keep returning for both a delicious dessert and a magic show (well not really a "show" but you get what I'm saying).

NAPKINS

Dispenser napkins are the perfect size to be used in any shaved ice or snow cone business. Sold in a case of 10,000 or packs of 250.

Napkin dispensers are important. Most shaved ice stands have a shelf under their serving window and place napkins there. I'm guessing you wouldn't want them to blow away, so a dispenser definitely comes in handy. The napkin dispenser is designed to be used with our dispenser-type napkins — a very popular item that's easy to use and easy to load!

TAKE-OUT TRAYS

Slotted take-out trays are a must for large orders! These heavy-duty trays are designed to hold up to four paper or foam cups. Your customer will thank you! Sold in cases of 300.

QUICK TIP

Your number one concern should be the quality of your snow. However, good business owners know the quality of paper goods is equally important. **No one wants a melting snow cone that drips through the paper cup.** Purchase sturdy, high quality paper goods to keep your customers happy.

> How to Make Shaved Ice

Now that we have covered which machine you need and how to make your syrup, you need to learn how to make an actual cup of shaved ice! The best way to learn is through practice. Once you purchase a machine, get several bags or blocks of ice (depending upon your machine type) and practice. The more cups of shaved ice you make, the better you will become. At first, it may seem difficult, but trust us, it will get easier with time! With a little practice, you will quickly learn how to judge the texture of the snow. You know the old saying, practice makes perfect!

When you are practicing, we suggest using at least a 12-ounce cup. An 8 ounce cup can be very hard to learn at first.

Make sure you follow your machine's instructions and manufacturer's recommendations. Some machines will have blade adjustments while others won't. If you ever run into a problem, please call us at 1-800-742-8334. We will happily assist you over the phone.

MACHINE COOLDOWN

The first thing you do with any shaved ice machine, whether it is a cube ice shaver or a block ice shaver, is to cool down the machine. Since the machine is at room temperature, you want to cool the machine down by running a few pounds of ice through it. By doing this, the ice will cool all the metal parts inside the machine. This will help the machine produce a fluffier snow. A machine cool down should be done every time at opening and throughout shifts as needed.

FILLING THE CUP

To make the perfect cup of shaved ice, you have to start with a good foundation. This foundation starts with a cup of shaved ice complete with a rounded dome on top. The easy part is filling the cup with shaved ice; the hard part is getting a perfect round dome. This is generally accomplished in one of three ways: cup rotation, funnel technique or with a gloved hand.

Cup Rotation

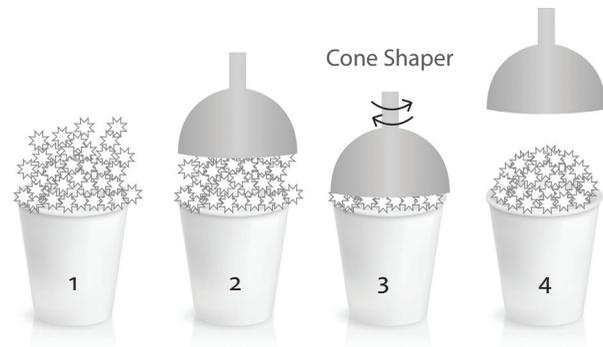
Cup rotation is the hardest technique to master, however it is faster than the other methods. To use this method, first fill a cup of shaved ice level to the top. While holding the cup at a forty-five-degree angle, begin to build up ice near the edge of the cup. Rotate your wrist, while keeping the cup on a forty-five-degree angle until a dome of ice is formed on the top of the cup. It is definitely a learned technique and will take time and practice to perfect. Visit www.1-800-shaved-ice.com/videos.html for an online video of this technique.

Funnel Technique

The funnel technique (see diagram below) is one of the easiest

techniques to learn because it produces a uniform dome every time. The only drawback is that if you pack the shaved ice too much with the funnel, the shaved ice will harden and may become too crunchy. The key with this technique is a gentle but firm touch with the funnel.

Collect shaved ice on top of the cup, forming a large oversized dome of ice (#1 in diagram). Use an appropriate-sized, cone shaper and gently place on the ice (#2). Gently pack the ice with the cone shaper and then spin the shaper back and forth to release (#3). Carefully lift the cone shaper off the ice and apply syrup (#4). We offer two sizes of cone shapers.



Gloved Hand

If cup rotation and the funnel technique do not work for you, you can always try shaping the dome with your hand. Please wear a plastic glove to ensure proper sanitation. This technique is used most often with the Hawaiian style block shavers, such as the Swan Block Ice Shaver.

THE PROPER POUR

Once you have perfected the perfect dome (#1 in diagram below), you are ready to pour the syrup. Take any long neck, quart bottle with a pouring spout, filled with your favorite shaved ice syrup and begin to pour the syrup on the ice. Start pouring the syrup at the outside edge of the cup (#2) and work around the dome in a circular motion, going from the outside edge to the center of the dome (#3). The goal is to let the syrup meet at the top (#4). Pour an extra shot of syrup down the middle of the cup to ensure that the syrup goes to the bottom.



How much syrup do you use?

The biggest mistake business owners make is pouring too much syrup. This not only wastes money, it often makes the shaved ice too sweet. We tell customers that you want to eat the shaved ice with a spoon not drink it with a straw. Adding more syrup does not make the shaved ice better tasting. Unflavored ice, or white spots, in your shaved ice cup is okay. If you give the ice around fifteen to thirty seconds, the syrup will dissipate throughout the cup. The chart below will give you an estimate of the amount of syrup to use for each size cup.

Layering

The fluffier the snow, the more syrup you will need to use. In addition, when your ice is extremely fluffy, your syrup will have a harder time getting to the bottom of the cup. To alleviate this problem, some of our customers use a layering technique. This is especially effective in taller cups such as 16 or 20 ounces.

Start the process by filling your cup about $\frac{3}{4}$ full with shaved ice. Next add about $\frac{1}{2}$ of your syrup to the bottom of the cup. Form a rounded dome on top of the cup and finish flavoring the ice. The trick with layering is to NOT POUR TOO MUCH SYRUP. You will actually want some unflavored ice (white ice) in the bottom and middle of the cup. The syrup will eventually flavor the rest of the ice as your customer eats it.

Straw Technique

Some customers prefer the straw technique instead of layering. First, shave a cup of ice with a rounded dome. Next, take a straw and insert in the center of the dome and push gently to the bottom. This will create a void or hole, which will allow syrup to travel straight to the bottom when poured. Finish flavoring the ice with the syrup while making sure not to pour too much. Remember, too much syrup is not good!

AMOUNT OF SYRUP RECOMMENDED PER CUP OF ICE	
SERVING SIZE	AMOUNT OF SYRUP RECOMMENDED
6 oz. snow cone cup	1.5 oz. - 2 oz.
8 oz. styrofoam cup	3 oz.
10 oz. styrofoam cup	4 oz.
12 oz. styrofoam cup	5 oz.
14 oz. styrofoam cup	5.5 oz.
16 oz. styrofoam cup	6 oz.
20 oz. styrofoam cup	7 oz.
24 oz. styrofoam cup	8 oz.
32 oz. styrofoam cup	9 oz.
4 oz. flower cup	5 oz.
8 oz. flower cup	7 oz.
12 oz. flower cup	8 oz.

> Operating Your Business

BUSINESS HOURS

Having regularly established business hours is one of the most important practices needed for any successful shaved ice or snow cone business. It is imperative that your customers know when they can expect you to be open. If you need to take one day a week off, do so; however, establish this early in the season. Do not make the mistake of opening your shaved ice business occasionally or only when you feel like it. In addition, always be open whether it is sunny or rainy. Even on a rainy day, you can often do enough business to make a profit. You can always bring a book, do some extra cleaning, catch up on paperwork or plan your next advertising campaign! Regardless

of the weather, make sure you stick by your hours so that customers will know they can count on you to be open. This is extremely important!

What time you open and close daily will also depend on your location. Some shaved ice businesses, in high traffic areas, open as early as 10:00 AM and close as late as 10:00 PM. We suggest investigating other shaved ice businesses in your area to see their hours of operation. Check with other neighboring businesses to see when they open and close, too. Also, look at what else is located in your area. Are schools, baseball fields or shopping centers nearby? Find out their schedules and set your hours accordingly.

EMPLOYEES

Hopefully, you will be busy enough to need additional employees. Besides, everyone, including the boss, needs time off every once in a while! As with any business, employees can make or break you. Be very selective when choosing employees. Make sure they share your dedication. You can have the best shaved ice in the world, but one bad employee can destroy it.

Over the years, we have been fortunate to employ several high school and college students during the summer. You may want to consider looking at family members or close friends for help. Contact teachers at your local high school for suggestions on students in your area who may be looking for a summer job.

Make sure the people you hire work well with others so you are confident they will benefit your business. Personality is an important quality due to the fact that he or she will be interacting with your customers on a daily basis. You can teach anyone how to shave ice, but it's extremely difficult to teach someone how to be friendly and courteous to your customers.

Generally, we paid our employees anywhere from minimum wage to \$10.00 an hour. Again, this will depend on your area. We usually based the wage on experience and responsibilities. The longer an employee worked with us the more we paid him or her. Good employees are hard to find, so once you find a good employee, pay him or her accordingly.

Depending how many employees you hire, you may be required to take payroll taxes out of their paycheck. This will require some paperwork and record keeping. Quarterly and monthly reports may have to be filed. Check with an accountant in your area to see what will be required with your business.

RECORD KEEPING

Daily record keeping is a necessity in order to keep track of your sales and expenses. It will be necessary to keep up with daily sales, sales tax owed, expenses, payroll and payroll taxes. Accurate books will prove to be beneficial when you prepare your taxes at the end of the year.

You can purchase an accounting ledger book at a local office supply store for around \$15.00. If you have access to a computer, QuickBooks is a great software program to help with record keeping.

Talk with your accountant about the best method to keep your records organized. Your accountant can also give advice on how to best implement your payroll system. He or she should be able to advise you about the taxes you will need to withhold from paychecks and where to submit those taxes.

DAILY CHECKLISTS

Over the years, one of the best tools we used was an opening and closing checklist for our employees. The following list may provide a good example of the daily opening and closing responsibilities for your employees.

OPENING

(Arrive 15-30 minutes before opening.)

1. Turn on the air conditioner.
2. Pick up any trash in the parking lot and around your business.
3. Wipe off the outside counters.
4. Make sure all signs and banners outside are neat and clean.
5. Mop the floor — we always mopped every morning. Since you are dealing with very sticky syrup, you can NEVER mop too much!
6. Put trash bags in the trashcans.
7. Make sure all items are stocked and ready — syrups, napkins, spoons, straws, cups, lids, backups, toppings, notepads, paper towels.
8. Call about inventory that may be needed or ordered.
9. Wash the windows.
10. Turn the open/closed sign at the correct time.

CLOSING

(Should be able to leave within 15-20 minutes of closing.)

1. Turn the open/closed sign at the correct time.
2. Clean and wipe down all surfaces inside stand — walls, countertops, refrigerator, freezer and shelves.
3. Clean ice shaver, wipe down inside and outside, wipe out and clean drip pan.
4. Wipe off all flavor and concentrate bottles including quart and gallon jugs.
5. Wipe out the refrigerator.
6. Make sure all items are stocked and ready — napkins, spoons, straws, cups, lids, backups, toppings, notepads, paper towels.
7. Stock inside freezer with ice.
8. Lock the windows.
9. Take trash to the dumpster.
10. Make a list of items needed for the next shift.
11. Sweep and mop the floor.
12. Turn the lights and AC off.
13. Lock the door.

HELP, I NEED A LOAN!

As with any new business, your new enterprise will need some type of cash infusion in order to get your business off the ground. This primarily will come from a loan from a

local financial institution. Most likely a simple business plan, conveying your business idea, will be needed. In your business plan, you will need to describe the items you are going to sell, the location of your business, as well as other items. Talk with your local bank to figure out what you need.

Another great place to look for loans or grants is the Small Business Administration, also known as the SBA. Visit www.SBA.gov to find a SBA office in your area. The SBA is a federal agency that can help you with your business plan and assist

you in finding a bank. Another resource the SBA provides is SCORE (Service Core of Retired Executives) which can be found at www.SCORE.org. SCORE has volunteers across the nation that will give you business advice, guidance and planning tips. Both the SBA and SCORE can provide you with tremendous resources. Best of all, they're FREE!

Other sources of startup funds include credit cards and loans from family, friends or neighbors. You might even consider a partner or silent investor in your business.

> Business Revenue, Expenses & Advertising

Sales for a typical shaved ice or snow cone business will average anywhere from \$100 to \$2,000 a day, depending on your location, your competition and the length of your season. Below you will find an example of a profit and loss analysis for a typical shaved ice business. This information is only provided as an example. 1-800-Shaved-Ice.com and its parent company Mary Mack's, Inc. do not guarantee the performance of any shaved ice or snow cone business based on these figures.

We estimated the Cost of Goods Sold (COGS) in the table below at a very generous 12%. COGS includes anything that is sold with a cup of shaved ice. This would include the ice, syrup, cup, spoon, spoon straw and napkin.

A quick estimate of COGS is around two cents per ounce sold. For example, a 12 ounce cup of shaved ice will have a COGS around 24 cents. The formula is shown below:

$$12 \text{ ounces} \times \$0.02 \text{ per ounce} = \$0.24 \text{ COGS}$$

(12 ounces of shaved ice multiplied by 2 cents cost per ounce equals 24 cents).

Sell a 12-ounce cup of shaved ice for \$2.00 and your COGS is 12%. Sell the same 12-ounce cup for \$2.50 and your COGS goes down to 10%. So you can see why our 12% COGS below is very generous.

If you averaged \$400 a day in sales for a month and your COGS is 12%, your monthly profit would be around \$6,000.00.

DAILY SALES	COGS 12%	OVERHEAD	LABOR	DAILY PROFIT	MONTHLY PROFIT
\$200.00	\$24.00	\$24.00	\$65.00	\$87.00	\$2,610.00
\$300.00	\$36.00	\$28.00	\$65.00	\$171.00	\$5,130.00
\$400.00	\$48.00	\$32.00	\$120.00	\$200.00	\$6,000.00
\$500.00	\$60.00	\$36.00	\$140.00	\$264.00	\$7,920.00
\$600.00	\$72.00	\$40.00	\$155.00	\$333.00	\$9,990.00
\$700.00	\$84.00	\$44.00	\$175.00	\$397.00	\$11,910.00
\$800.00	\$96.00	\$48.00	\$195.00	\$461.00	\$13,830.00
\$900.00	\$108.00	\$52.00	\$215.00	\$525.00	\$15,750.00
\$1,000.00	\$120.00	\$56.00	\$235.00	\$589.00	\$17,670.00
\$1,100.00	\$132.00	\$60.00	\$255.00	\$653.00	\$19,590.00
\$1,200.00	\$144.00	\$64.00	\$275.00	\$717.00	\$21,510.00
\$1,300.00	\$156.00	\$68.00	\$295.00	\$781.00	\$25,350.00
\$1,400.00	\$168.00	\$72.00	\$315.00	\$845.00	\$25,350.00
\$1,500.00	\$180.00	\$76.00	\$335.00	\$909.00	\$27,270.00
\$1,600.00	\$192.00	\$80.00	\$355.00	\$973.00	\$29,190.00
\$1,700.00	\$204.00	\$84.00	\$375.00	\$1,037.00	\$31,110.00
\$1,800.00	\$216.00	\$88.00	\$395.00	\$1,101.00	\$33,030.00
\$1,900.00	\$228.00	\$92.00	\$415.00	\$1,165.00	\$34,950.00
\$2,000.00	\$240.00	\$96.00	\$435.00	\$1,229.00	\$36,870.00

PRODUCT COST (COGS)

Product costs or cost of goods sold (COGS) will vary slightly from area to area. Some of your basic supplies and estimated costs are listed below.

SUPPLIES	ESTIMATED COST
10 lb. Bag of Cube Ice	\$2.25
12-15 lb. Block of Ice	\$2.00 - \$6.00
5 lb. Bag of Sugar	\$2.50 - \$6.00
Flavor Concentrate	\$14.95 (quart) \$37.95 (gallon)
Ready-to-Use Syrup	\$7.95 (quart) \$15.95 (gallon)
Citric Acid	\$5.50 (quart) \$13.50 (gallon)
Sodium Benzoate	\$4.50 (quart) \$9.50 (gallon)
8 oz. Foam Cup per 1,000	\$59.95
12 oz. Foam Cup per 1,000	\$59.95
16 oz. Foam Cup per 500	\$59.95
20 oz. Foam Cup per 500	\$59.95
Spoons per 1,000	\$16.74
Spoon Straws per 10,000	\$99.95
Napkins per 10,000	\$44.99
Snow Cone Cups per 200	\$9.95
Take Out Trays per 300	\$54.99

For purchasing sugar, you may want to check your local grocery store. Oftentimes, prices on sugar between your local grocery store and a warehouse club will not be that different. Granulated cane sugar will work great. We have not found a difference in the brand name sugar versus the generic brand of sugar.

Concentrates and preservatives are bought directly from us. We offer over ninety-five mouth-watering flavors for shaved ice and snow cones. Generally, for successful shaved ice or snow cone businesses, flavor concentrates are the best way to go. Your price per gallon is much cheaper and the shipping costs for concentrates are a fraction of what it costs to ship ready-to-use syrups. However, for smaller businesses or for less popular flavors, ready-to-use syrups are a great alternative.

COST ANALYSIS FOR A GALLON OF FLAVORED SYRUP

5 lb. Bag of Sugar	\$3.10
Flavor Concentrate (4 oz.)	\$1.18 based on \$37.95 a gallon
Preservatives	\$0.10 based on gallons
TOTAL	\$4.38/gallon

COGS FOR SHAVED ICE AND SNOW CONES

SHAVED ICE				
SUPPLIES	8 OZ.	12 OZ.	16 OZ.	20 OZ.
Shaved Ice	\$.06	\$.09	\$.12	\$.15
Flavored Syrup	\$.10	\$.18	\$.20	\$.24
Foam Cup	\$.06	\$.06	\$.12	\$.12
Spoon	\$.02	\$.02	\$.02	\$.02
Spoon Straw	\$.01	\$.01	\$.01	\$.01
Napkin	\$.01	\$.01	\$.01	\$.01
TOTAL	\$0.26	\$0.37	\$0.48	\$0.55
SNOW CONES				
SUPPLIES	6 OZ.			
Ice	\$.03			
Flavored Syrup	\$.06			
Snow Cone Cup	\$.05			
Napkin	\$.01			
TOTAL	\$.15			

All costs are rounded to the nearest penny. The cost of ice is based on the price of \$2.25 per 10 lb. bag of cube ice or block of ice. Your ice costs will be cheaper if you make your own ice. Flavored syrup costs are based on preserved syrup at 3.4 cent/ounce. Spoons, spoon straws, and napkins costs are based on case prices.

PRICING

As with almost everything we have discussed, the prices of your shaved ice or snow cones will vary depending on your location. If you have competition in your area, we suggest keeping your prices close to your competition. If you are the only shaved ice business around, you can likely charge slightly more.

When we were operating stands, our prices sat in the “above average” category. We had the only shaved ice business in town and had a reputation of serving a quality product.

Festivals, carnivals, high traffic areas and tourist areas always tend to fit in the higher priced category. A 16-ounce cup of shaved ice can easily sell for \$5.00 each in high traffic areas. Now that is a great profit!

On the following page we have put together a breakdown of suggested retail prices for your business. These prices were estimated at the time this was written. Prices may vary.



PRICING STRUCTURE				
SUPPLIES	COMPETITIVE AREAS	AVERAGE PRICE	ABOVE AVERAGE	SPECIAL EVENTS OR HIGH TRAFFIC
Foam Cup - 8oz.	\$1.00	\$1.75	\$2.00	\$3.00
Foam Cup - 12 oz.	\$1.50	\$2.50	\$3.00	\$4.00
Foam Cup - 16 oz.	\$2.00	\$3.00	\$4.00	\$5.00
Foam Cup 20 oz.	\$2.50	\$4.00	\$5.00	\$6.00
Flower Cup - 4 oz.	\$2.00	\$3.00	\$4.00	\$6.00
Flower Cup - 8 oz.	\$3.00	\$4.00	\$5.00	\$7.00
Flower Cup - 12 oz.	\$4.00	\$5.00	\$6.00	\$8.00
Snow Cone Cup - 6 oz.	\$1.00	\$1.50	\$2.00	\$2.50

COST OF GOODS SOLD: VARIABLES

Waxed Paper Cups or Foam Cups

Over the years, we have seen shaved ice served in a variety of containers. Some of these containers include foam cups, squat cups, flower cups/witches hats, Chinese take-out-containers and novelty plastic containers.

We always used the colored, insulated foam cups at our stands. We felt these cups kept the product colder for a longer period and were easier to wipe clean if syrup happened to run down the cup. In addition, the insulated cups are usually the cheapest alternative. Other alternatives include plain or white foam cups and waxed paper cups. We discourage using clear plastic cups for your shaved ice. Customers may not understand why there are white spots in the ice where the syrup has not seeped into yet.

Regular Straw or Spoon Straw

We suggest placing one spoon straw and one spoon in every cup of shaved ice you sell. Spoon straws help make any cup of shaved ice a special treat. These colorful plastic straws are made with a spoon on the end that customers will use to eat the ice. Kids and adults especially enjoy the unique spoon straws.

Block Ice vs. Cube Ice

The price you pay for ice will vary greatly depending on the type of ice your shaved ice shaver will accept. Block ice will generally cost more than cube ice. Wholesale prices of block ice will range from \$2.00 to \$3.50 per block while bagged cube ice will range around \$2.25 for ten pounds.

FIXED AND VARIABLE COSTS

Rent

We have already discussed the importance of the actual location of your business. High traffic areas that have convenient access are very helpful. However, a suitable location will often cost you quite a bit in rent.

Rent prices may range from \$50 to \$500 a month. The price you pay will all depend on the arrangement that you make with the landowner. A prime location will demand a premium price. As always, shop around to get your best price.

At our busiest stand, we paid \$200 a month from May to October. Our landlord did not ask for rent during the winter months when we were closed. In reality, we would have paid \$300 a month all year, if necessary. We were located right in the middle of town. Nearby there were nine baseball fields, a community college, neighborhoods, shopping centers and restaurants. The daily traffic count on the highway in front of our business was about 28,000 vehicles in a twenty-four-hour period. At this particular location, we had no problem averaging between 300 to 800 dollars a day in sales.

Whatever you work out with your landlord, be certain to have a contract or agreement in writing. If possible, agree to a fixed number of years for your lease. Too many times, a snow cone or shaved ice business has been forced out of business and lost thousands of dollars in revenue after one season at their location. Try to get at least a one-year lease with the option to renew for one or two more years. This option will give you the opportunity to get a feel for the location before committing to a long-term lease.

Labor

Unless you plan on operating your business completely by yourself, labor will most likely be your largest expense. Because of this, it will be imperative that you look closely at your labor costs.

During warm weather, we tried to keep at least two employees at each of our stands at all times. However, if it was rainy or cloudy outside, we were quick to send one of the employees home. By doing this, we were able to keep our labor costs down and save hundreds of dollars.

Businesses where the owner is not the manager of day-to-day

activities, labor costs should be around 30% - 33%. This includes your manager's wages. If the business is owner-managed and the owner works a forty-hour workweek at the business, the cost of labor should average around 25% - 28%.

Insurance

As with any business, insurance is an important factor. It would be terrible for something unexpected to occur and cost you a large sum of money. Insurance is a great way to prepare for the unexpected. You can never be too careful.

There are four basic types of insurance you may need. As always, check with your local insurance agency and/or a local attorney to determine what may fit your business and location the best.

1. Product Liability – generally protects you if any of your products harm any customers.
2. General Liability – generally protects you if a visitor to your place of business is harmed or injured in any way.
3. Worker Compensation – generally protects your employees, as well as the company, if they are injured while at work. It's usually required by the state and may or may not cover the owner of the business. Our worker compensation proved to be invaluable one summer after an employee was injured on the job.
4. Property Insurance – generally protects you in case of fire, theft or other type of damage to your business or equipment.

Again, it is important to speak with a local insurance agent and/or attorney to determine what type of insurance best fits your business. As with any business expense, check on rates with a variety of insurance companies to determine the best match for your budget.

Vehicle Expense

Did you know that you might be able take a portion of your mileage on your personal car as a tax deduction on your yearly tax return? The IRS will allow a deduction of 56 cents a mile (in year 2014) for every mile that you classify as business mileage. Visit the IRS website for more information.

Business mileage may include a trip to your local grocery or wholesale dealer to pick up supplies. It may include travel to and from your place of business. We suggest keeping a logbook in your vehicle and write down any mileage that is used for business. You will need this information as proof for the IRS.

As with any legal or accounting advice in this manual, it is imperative that you first speak with an attorney or certified public accountant to make sure this applies to your situation.

OTHER EXPENSES TO THINK ABOUT

The following costs will vary depending on your location, but they are important to remember when figuring your budget.

- Utilities (Electrical, Phone, Water, Gas)
- Trash Pickup
- Repairs and Maintenance
- Property Taxes
- Legal and Accounting
- Office Supplies
- Lawn Maintenance

Paper goods locally cheaper

We suggest buying your paper goods, such as cups, spoons, and napkins, from a local paper wholesaler. The main reason is, due to their bulky nature, shipping paper goods can get quite expensive. However, if you wish, we will be more than happy to ship the paper goods to you. We stock a full line of paper items ready to ship at a moment's notice.

You can buy cups, spoons and napkins in bulk from a warehouse club like Sam's, Costco or Wal-Mart. However, you may have a hard time finding spoon straws, flower cups and snow cone cups locally. You may want to purchase these items directly from us.

Credit and Debit Cards

We estimate that less than 10% of all shaved ice businesses accept credit and debit cards. The jury is still out on whether or not it is worth it. In our opinion, it is hard to justify all the processing fees, equipment rentals, statement fees, etc. involved in credit card processing. The shaved ice season is too short and the average ticket sale is usually too low to justify the added expense.

ADVERTISING

Now that you have your business open, how do you make sure customers stop by and see what you offer? Besides having a good location and an eye-catching shaved ice or snow cone building, trailer or stand, what else can you do? Be creative and think of unique ways to advertise cheaply. You should know your area and customers better than anyone else.

The idea is to have as many prospective customers visit your establishment as possible. The more people who sample your shaved ice or snow cones, the better growth your business will experience.

There is an old saying in advertising that says one-half of all the money spent on advertising is wasted. The problem is determining which half is wasted. Listed below are ways that we have advertised over the years and what seemed to work best for us.

Free Day

We have tried almost everything, including radio spots, newspaper ads and even large roadside signs. However, we have found that the most effective form of advertising we have used is an idea that we had on opening day back in 1994.

We were new to the area and there wasn't another shaved ice stand around for thirty miles. The local people knew what snow cones were, but they were not familiar with shaved ice. So on opening day, we placed colorful helium balloons all around our location. We placed a large lettered roadside sign beside the highway in front of our building that read "Grand Opening, Shaved Ice, 32 Flavors, FREE SAMPLES."

To kick off our business, we gave samples of shaved ice away the first day. In fact, we gave away around 430, 6 ounce cups of shaved ice. There was a line of customers outside our stand all day long, which helped establish curiosity for passing motorists. The next day we sold over \$170.00 of shaved ice. The following day we sold over \$300 and from there, we never looked back!

For around \$40, the total cost of all the shaved ice given away on opening day, we launched our business and soon became the talk of the town.

The week following our grand opening was crazy. Sales were great and customers were happy. Many of our customers who bought from us the first week were the same people who had stopped for a free cup of shaved ice on opening day. However, the majority of the customers were brand new. They were customers who were curious about the new business in town or had learned about us from word of mouth. The latter, word-of-mouth advertising, has proven to be the most lucrative form of advertising for our business.

Coupons

Coupons are an effective and economical way to advertise your business. We always had several hundred "Free Small" coupons printed to give away throughout the summer. You can have these coupons printed by a local print shop or you can make your own on any personal computer and printer.

Oftentimes, we were approached to help sponsor a local charity event. Instead of donating cash, we always offered the coupons. Coupons are a much cheaper way to make a donation and much more effective for your business than giving cash.

For example, every year we donated 300 coupons to the local "Relay for Life" cancer walk. Everyone who participated in the walk received a coupon for one free small cup of shaved ice. Out of the 300 coupons given at the cancer walk, we had around 30 coupons redeemed. Most people lost their coupons, but all 300 people received a coupon, in their hand with the



name of our business on it. Hopefully, they remembered us and stopped the next time they drove by our shaved ice stand.

Other places to give away free coupons are local swimming pools, baseball fields, schools and local businesses. We are sure that schools in your area would love to give away your coupons to students who made the honor roll or perfect attendance.

For the fastest results, be sure to place an expiration date on the coupon. This will encourage your prospective customer to visit your shaved ice business as soon as possible.

Frequency Cards

Made famous by a national sub sandwich chain, frequency cards or club cards are extremely popular with all of our customers. Kids, as well as adults, love to have their club card stamped for every cup of shaved ice they buy. The cards are usually the size of a business card with around thirty squares on one side.

The idea is that for every ten cups of shaved ice a customer buys, they get one free. Usually each size cup is assigned a stamp value. We had four cup sizes. For each small cup the customer bought, they received one stamp on their club card. For each medium, the customer received two stamps. For each large cup, the customer received three stamps and so on. Customers could redeem 10 stamps for a free small (8 ounce), 20 stamps for a free medium (12 ounce), 30 stamps for a free large (16 ounce) and 40 stamps for a free jumbo (20 ounce). Often customers would keep their club card or frequency card from year to year.

A fun promotion with frequency cards is to implement double stamp days. Let's say you find Tuesday to be your slowest day of the week. Try to boost sales by giving double stamps every Tuesday. This could also be done on rainy days. You might

be able to put a sign out by the road advertising the double stamps. By making a few changes, you make your slow days a little busier.

If you would like to have a club or frequency program of your own, check with your local print shop or office supply store. They may be able to design a club card for your program. Usually the cards will be the same size as a business card and cost around 10 to 15 cent each. In addition, your printer may be able to customize a rubber stamp to work with your frequency program. The upfront costs of this program may be a little expensive. However, we have found it to be well worth it.

Social Media

With the growing social media trends, Facebook and Twitter

are excellent ways to promote your business. Consider running contests and giveaways for a free small shaved ice once a week. Encourage people to share your posts and spread the word. Everyone loves winning something and this gives you the opportunity to spend a little and gain a lot!

Newspaper and Radio Ads

Advertisements placed in newspapers and on radio stations can often be helpful. However, they are usually quite expensive. We would suggest keeping the use of this type of advertising to a minimum. You may want to use print or radio ads to announce your grand opening every summer or you may offer a coupon or two in the newspaper throughout the summer. It all depends on your area, your budget, and how effective you feel the ads are working. You may get great results!

> Business Requirements

STATE AND LOCAL REQUIREMENTS

Health Code Requirements

As with any food establishment, the handling and storage of food requires the utmost care. Not only will this help meet your local health requirements, but it will also help develop a fine reputation with your customers.

Every state has different requirements for shaved ice businesses. Some states do not inspect or regulate shaved ice businesses at all. Other states require quarterly or monthly inspections. In some states, you must have running hot water and a sewage drain. Other states have no requirement for running water.

It is extremely important to meet with your local or state health department prior to spending a great deal of money on your business. This may be an inspector at your county office. If you are unsure about who to contact, try looking in your local phone book under Department of Health. You may try visiting a local restaurant and ask the manager what government agency, department or official regulates and inspects their establishment. If you are in a larger city, you may need to comply with the city health department as well.

State and Local Agencies

Before you spend one dollar on your new business, it will be important for you to check with your state and local regulatory agencies to determine what requirements your business must meet. Each area of the country is different, so the more research you do, the better off you will be. You might need to purchase and apply for business or tax permits.

Local Jurisdiction

If you wish to establish your business in your local city or town, you will most likely need approval from your town board or

zoning administrator. Each city has different requirements. There may be local business licenses or zoning requirements for you to consider before opening your business. If you locate your business outside of local jurisdiction, there may be requirements of your county that you may need to know.

Building Inspectors

If you plan to have electricity or water at your location, you will most likely have to meet with a local building inspector to determine what permits are required. If you are constructing a permanent or portable stand, you may have to get certain building permits and inspections.

Internal Revenue Service and State Tax Department

As the saying goes, two things in life are inevitable...death and taxes. In addition to filing your tax return yearly, you will need to obtain an employer identification number if you plan to hire employees. This number will be used in reporting withholding taxes. Check with your local accountant or tax preparer for the IRS requirements.

State Government

Almost every state requires that sales tax be collected for each item sold. Depending on your state and local government, these taxes may range from 2% - 9 % of the sale. Call your state's Department of Revenue for requirements that are specific for your state or local area. There may be a local state tax office in your area.

In addition, ask your state's Department of Revenue how to qualify for tax-exempt purchases on items that you plan on reselling (sugar, cups, ice, flavor, etc.). Most likely you will be assigned a tax-exempt number that you can use to purchase all of your COGS items tax free.

THANK YOU!

Thank you for taking the time to read Cold Cash, our shaved ice and snow cone business guide! We hope you found this information helpful and informative. Your own shaved ice or snow cone business can be very profitable and very rewarding. We have helped thousands of shaved ice businesses throughout the years and we look forward to helping you too! If you have additional questions, please email us at CustomerCare@1-800-Shaved-Ice.com or give us a call at 1-800-Shaved-Ice, that's 1-800-742-8334. We are always here to help!



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