

CIAO BELLA GELATO BAR PROGRAM

WHAT IS THE PROGRAM?

- Install a 6-24 pan dipping cabinet featuring Ciao Bella Gelato and Sorbet in your store.
- Our Gelato Bar Specialist facilitates the purchase or lease of necessary Gelato Case from Sevel (easy installation – just plug it in).
- Our Gelato Bar Specialist provides training (and training manual) for your staff to operate your gelato bar.
- Ciao Bella provides all necessary branded dry goods (cups, spoons, napkins) to operate your gelato bar.
- All gelato and sorbet to stock your gelato bar is available from Gourmet Express
- Ciao Bella provides marketing assistance such as point of sale materials and T-shirts for your staff

WHY INSTALL A GELATO BAR?

- Increase Sales and Profits to your facility - Gelato Bars generate immediate cash flow of from \$39,000 to \$150,000 per year (see reverse side spread sheet).
- Attract new customers into your store
- Generate additional business during non-peak hours
- Increase the use of underutilized space in your store
- Enhance your store's product mix with the Nationally recognized Ciao Bella brand
- Highest quality product with appeal to health and wellness consumer

HOW CAN I GET STARTED?

It's easy! Just contact Ciao Bella Gelato Bar Specialist:



Ben Weil

Gelato Bar Specialist

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GELATO BARS GENERATE GREAT PROFITS!

	50	75	100	150	200
4oz. Cups/Day	50	75	100	150	200
Gross at \$3.25/cup	\$ 162.50	\$ 243.75	\$ 325.00	\$ 487.50	\$ 650.00
product cost \$1.00/cup	\$ 50.00	\$ 75.00	\$ 100.00	\$ 150.00	\$ 200.00
dry good costs .08/cup	\$ 4.00	\$ 6.00	\$ 8.00	\$ 12.00	\$ 16.00
Profit per day	\$ 108.50	\$ 162.75	\$ 217.00	\$ 325.50	\$ 434.00
Profit per Month	\$ 3,255.00	\$ 4,882.50	\$ 6,510.00	\$ 9,765.00	\$ 13,020.00
Annual Profit	\$ 39,060.00	\$ 58,590.00	\$ 78,120.00	\$ 117,180.00	\$ 156,240.00
Case Cost 6 Pan (2 yr amort.)	\$ 2,300.00	\$ 2,300.00	\$ 2,300.00	\$ 2,300.00	\$ 2,300.00
Profit after Case Cost	\$ 36,760.00	\$ 56,290.00	\$ 75,820.00	\$ 114,880.00	\$ 153,940.00
Case Cost 12 Pan (3 yr. Amort.)	\$ 3,100.00	\$ 3,100.00	\$ 3,100.00	\$ 3,100.00	\$ 3,100.00
Profit after Case Cost	\$ 35,960.00	\$ 55,490.00	\$ 75,020.00	\$ 114,080.00	\$ 153,140.00
Case Cost 18 Pan (3 Yr. Amort.)	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00	\$ 5,275.00
Profit after Case Cost	\$ 33,785.00	\$ 53,315.00	\$ 72,845.00	\$ 111,905.00	\$ 150,965.00

