

# ICEE®

## Experience the Power of the #1 Frozen Beverage Brand

ICEE is a frozen carbonated beverage which comes in a variety of fruit and soda flavours. Its' light, airy and fluffy texture is what differentiates it from other slush beverages and has been described to be "light as cotton candy".

It all began back in the early 1960's when Omar Knedlik, a local Dairy Queen restaurant owner in Coffeyville, Kansas stumbled across the idea. He didn't have a fountain machine so to make do, he put his sodas in the freezer and sold them frozen. The frozen sodas were a huge hit with his customers. He went on to develop a slush machine that would produce the same frozen soda product and the rest is history.

Today, there are over 75,000 ICEE machines across the United States, serving 300 million ICEES a year! You can find them in QSR's such as Burger King, McDonald's, Subway, in retail stores such as Wal-Mart and Sears, in movie theatres, in convenience stores...you name it, ICEE is sold.

Unique, profitable and proven, you can be part of the newest slush sensation in Canada.

### Most Highly Recognized Brand Name in the Industry



HEAD OFFICE  
PH 204.975.0509

WINNIPEG  
PH 204.697.1779

REGINA  
PH 306.757.2490

SASKATOON  
PH 306.249.2676

CALGARY  
PH 403.253.9214

EDMONTON  
PH 780.454.3333

VANCOUVER  
PH 604.525.6466

NANAIMO  
PH 250.751.8989

SEATTLE/KENT WA  
PH 253.872.4941



## Don't Miss Out on These Special Promotions!

### 3 Head FBD Machine

→ **Only: \$16,995.00**

(Reg. Price: \$19,999.00)

Includes 10 assorted flavour bibs and 1 case each of: 16, 24 & 32oz ICEE cups & lids.

### 4 Head FBD Machine

Special Order Only

→ **Only: \$23,995.00**

(Reg. Price: \$27,999.00)

Includes 15 assorted flavour bibs and 1 case each of: 16, 24 & 32oz ICEE cups & lids.

Machine more than  
**20%**  
PAID FOR  
after free goods are sold!

### ADD ONS:

3 Barrel Stainless Steel Base

**Only: \$1145.00** (Reg. Price: \$1349.00)

4 Barrel Stainless Steel Base

(Special Order Only)

**Only: \$1995.00** (Reg. Price: \$2399.00)

Install Kit

**Only: \$495.00** (Reg. Price: \$749.00)

Buck & Boost

**Only: \$275.00** (Reg. Price: \$339.00)

the bottom line

#### SMALL - 16oz

Suggested Sell Price - \$1.09

Syrup Cost: \$0.23

Cup Cost: \$0.08

Total Cost: \$0.31

Profit Margin → **71%**

#### REGULAR - 24oz

Suggested Sell Price - \$1.39

Syrup Cost: \$0.30

Cup Cost: \$0.11

Total Cost: \$0.41

Profit Margin → **70%**

#### LARGE - 32oz

Suggested Sell Price - \$1.69

Syrup Cost: \$0.39

Cup Cost: \$0.14

Total Cost: \$0.53

Profit Margin → **68%**



Offer Expires June 30, 2010.

HARLAN FAIRBANKS



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