



# FREEZER DEAL

Your First Order Pays For Your Freezer!



Includes:

- Water Ice Freezer
- 8 Tubs of Water Ice
- Outdoor Banner
- Menu Board
- Scooper
- 2 Sleeves of Cups

**\$895**

- The PWI HB-14LD flat top display freezer features standard LED interior lighting, heat reflective glass sliding lids and manual defrost. It includes a drain, plug, casters, cord and plug, has a white painted steel exterior and a white painted galvanized steel interior.
- Includes full color Philadelphia Water Ice front panel wrap
- Features a wide range thermostat with temperature adjustable from -10°F to +40°F.

Size L x D x H (in.)	Cubic Feet	Shipping Weight	Voltage/Hz/Phase	Running Amps	Refrigerant
51.5 x 27.25 x 32.75	13.8	185 Lbs.	115/60/1	3.5	R290



## What is Philadelphia Water Ice? Is it different than Italian Ice?

Philadelphia Water Ice is a Super Premium Italian Ice. It has a smoother consistency than Italian Ice and a much more natural flavor. It's great tasting, fat free, cholesterol free, dairy free and is enjoyed by both kids and adults as a cold, refreshing treat. The closest description we can give it is being a hand-scooped Smoothie. Shaved ice, snow cones and snow balls are of an inferior quality because you are pouring a flavor over those products. Philadelphia Water Ice is blended in vats, produced in ice cream machines and flash frozen so it returns to a smooth consistency when you serve it.

## How do I sell Philadelphia Water Ice? How much money can I make?

Philadelphia Water Ice can be sold in Ice Cream stores, restaurants, by street vendors, at special events or at other establishments as a bolt-on business. Six to eight flavors should be offered and sold in two to three sizes. Philadelphia Water Ice also makes the best Smoothies you've ever tasted and it's quick and easy to make. Restaurants can even sell the Lemon and Mango as a sorbet dessert. Philadelphia Water Ice is dairy-free and most health departments are not as strict on the requirements to sell our product.

## Philadelphia Water Ice profit margins can reach up to 400%

For each 2.5 gallon bucket, you can make the following:

Kids (7 Oz. Serving)				Small (10 Oz. Serving)				Large (16 Oz. Serving)			
Servings	60	60	60	Servings	35	35	35	Servings	24	24	24
Retail	\$1.00	\$1.25	\$1.50	Retail	\$1.50	\$2.00	\$2.50	Retail	\$2.50	\$3.00	\$3.50
\$ Gross	\$60.00	\$75.00	\$90.00	\$ Gross	\$52.50	\$70.00	\$87.50	\$ Gross	\$60.00	\$72.00	\$84.00

## What are the top selling flavors and how do I choose which ones to offer?

We offer a favorite flavor for everyone! Age, ethnic background and region dictate which flavors will be most popular. We do know that Cherry, Lemon, Blueberry, Mango, Cotton Candy, Strawberry Lemonade, Watermelon and Rainbow are our top eight sellers.

**1-888-SELL-ICE**