

# Z-400 Food Court Express

## Why Frozen?



- **A Superior Vendor for Less \$**
  - ⇒ '07 Cold Hard Cash Program- \$1000 in branded product rebates
  - ⇒ \$1,000 less than typical cold food machines
  - ⇒ 2-yr limited warranty
  - ⇒ UL rated, outdoor capable
- **High-Impact Merchandising Like The Fast Food Chains**
  - ⇒ shows food in its appetizing, "life-sized", cooked state
  - ⇒ feature brand name and generic items
  - ⇒ can increase sales by an average of 20% +
  - ⇒ always appears full (eliminate "machine looks empty" service calls)
- **Extremely Reliable Frozen Vending Technology**
  - ⇒ 13+ year track record of performance in ice cream vending applied to food vending
  - ⇒ designed with no moving parts in its freezer
  - ⇒ longest hold time during power outage (12-24 hours depending on environmental factors)
- **Eliminates Stales/Waste**
  - ⇒ increase profits: reclaim 18% of inventory typically lost in cold food machines (cold food machine lose approx \$1000+/yr)
  - ⇒ unique chest freezer design maintains product integrity & highest product quality
- **Increase Route Efficiency Through High Capacity**
  - ⇒ high volume account services- cold food machine 2&3/wk reduced to 1/wk
  - ⇒ low volume account services- cold food machine weekly reduced to 1 or 2/mo
  - ⇒ reduce number of routes
  - ⇒ lower fuel consumption
  - ⇒ service more accounts with existing routes
- **Location Benefits**
  - ⇒ save \$600+ /year in energy costs
  - ⇒ 10Amp energy efficient- special 20Amp circuit not required
  - ⇒ serve all dayparts vs. "glorified" refrigerated beverage/produce machine
- **Leverage Ice Cream Sales**
  - ⇒ high profit margins- returns up to 70% or higher
- **Fastcorp's Simple Low-Cost Frozen Logistics Start-Up Plan**
  - ⇒ start-up equipment packages w/ finance options available
  - ⇒ Fastcorp frozen logistics worksheet- operators are guided through process of determining individual frozen logistics requirements

# Z-400 Food Court Express Reference Sheet

## Operating Benefits: Frozen vs. Refrigerated

	Refrigerated	Food Court Express	Benefits/ Yr
Machine Cost	\$6,500 w/Mars CM/BV	\$5,500 (1unit) w/ Mars Mech/Val <sup>1</sup>	\$1,200
Promotions	\$0	Based on Market Availability <sup>2</sup>	\$1,000
Sales <sup>3</sup>	\$125/wk	\$150/wk	\$1,300
Gross Profit %	55%	60% (Ice Cream margin 65%)	+5%
Gross Profit \$	\$69/wk	\$90/wk	\$1,092
Stales/Waste 18%	\$23/wk	\$0/wk	\$1,196
Labor - Date code checks, additional fills, gas	\$20/wk	\$0/wk	\$1,040
<b>Estimated 1<sup>st</sup> Year Savings</b>			<b>\$6,828</b>



- 1- 5 unit price- \$4,530  
10 unit price-\$4,360  
Plus 5% discount for prepay -payment systems extra
- 2- Based on annual equipment incentive programs  
(06-07 Cold Hard Cash Program- only 1000 program machines available)
- 3- Estimates are based on average machine performance.  
Actual figures between the specific models of refrigerated machines may vary.

## Decrease Route Operation Expenses & Increase Overall Profitability

- **Service frequency- busy locations**
  - ⇒ Food Court Express: service 1/week
  - ⇒ Refrigerated machine: service 2 or 3/week
- **Service frequency- low volume locations**
  - ⇒ Food court: service 1 or 2/mo
  - ⇒ Refrigerated machine: service 1/week
- **Example: 40-Unit Scenario**
  - ⇒ Increase route efficiency in one branch by **\$273,120** the first year by replacing 40 Refrigerated machines with the Food Court Express (based on estimated benefits of \$ **6,828** per unit)
  - ⇒ Reduction of \$47,840 in stales
  - ⇒ \$41,600 in labor and gas savings

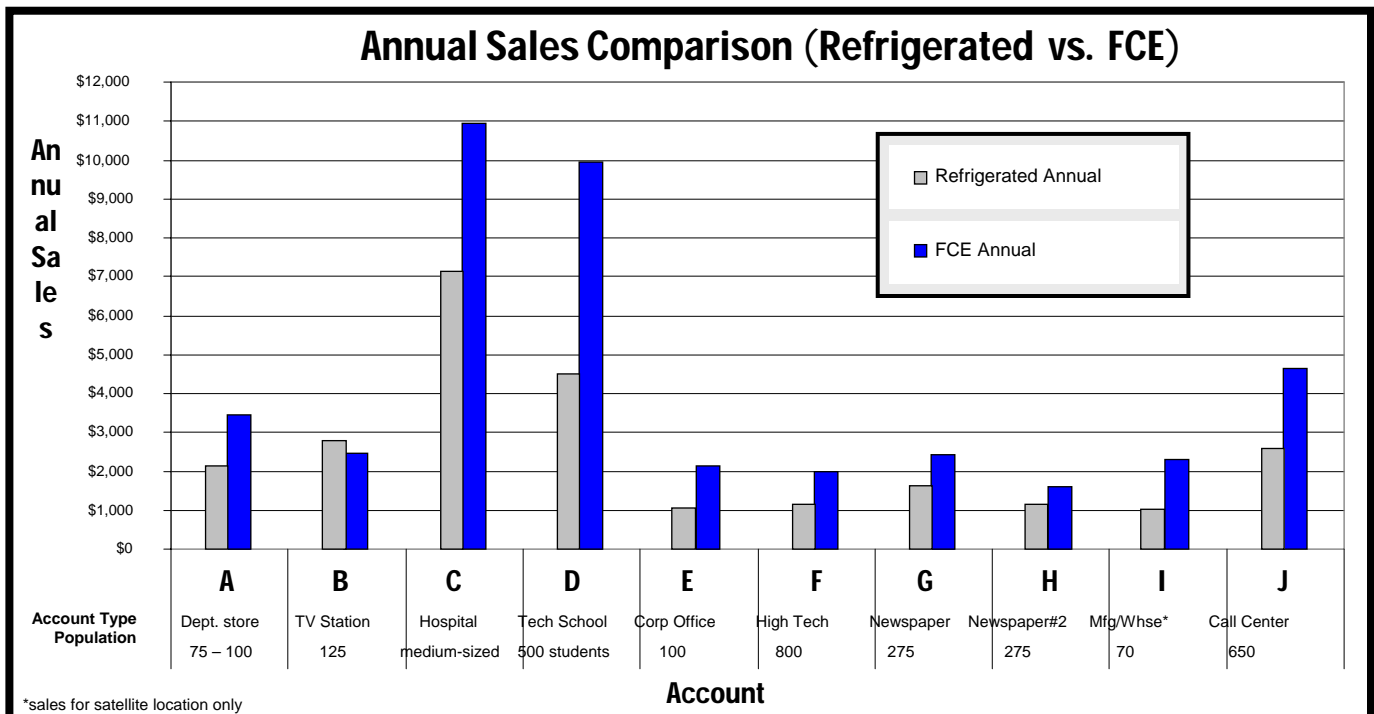
# Economic Comparison

## Food Court Express Frozen vs Snack

	<b>FROZEN</b>	<b>SNACK</b>																																
<b>AVERAGE FIGURES</b>	<b>FOOD COURT EXPRESS</b>	<b>TYPICAL VENDORS</b>																																
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<b>Commissions</b>	<b>No 0%</b>	<b>Yes 10-15%</b>																																

# Entry-Level Frozen Logistics

## Food Court Express 12 Mo Sample Account Data: Sales Comparison



- Sales increase by 67% on average when refrigerated food machines are replaced by the FCE (Food Court Express™)
- FCE outsold refrigerated food machines in 9 out of every 10 instances
- 35%-40% of FCE dollar sales are ice cream
- Operating efficiencies example: Account B (TV Station) route visits went from 2 to 1 visit per wk because of FCE
- Incremental sales example: Metal Stamping Shop offered food for 1<sup>st</sup> time; \$300/mo in additional revenues