



Soft Serve Frozen Yogurt Business Guide



- Opening a Self Serve Frozen Yogurt Concept Store
- Equipment Needed List
- Sample Financials
- Sample Store Layouts
- Pricing and Menu Strategies
- National Supplier Listings

A Complete Business Planning Guide



Neil

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First let's start with the legal stuff the lawyers make us say.

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SOFT SERVE FROZEN YOGURT BUSINESS GUIDE

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Why do we give away valuable information for free? You might think there's a catch, but all we ask is that in exchange for us helping you decide whether this business is for you, that you consider us to be your equipment supplier. With that, we hope you enjoy this guide and find the information useful.

Frozen Yogurt is making a comeback.

In the 80's and early 90's, soft serve frozen yogurt was a hot item. It was everywhere. Over time, the market matured and eventually became saturated. Frozen Yogurt started to gradually decline in the late 90's and settled into a treat you could still find, but not as easily.

Flash forward to the past few years....Frozen Yogurt franchises like TCBY, Pinkberry, Red Mango, and a host of others are doing a bang up business.

But now, the newest concept is really warming up.

You're probably reading this because you've been to a self serve frozen yogurt shop and seen that it's doing huge volume. You want in on the action and I can't blame you one bit.

The hip self serve frozen yogurt concept is simple:

- Between 8 and 16 flavors of low fat, non-fat and tart frozen yogurt flavors
- a variety of berry and exotic real fresh-cut fruit toppings in addition to cereal and cookies and other candy toppings
- curvy counter and furniture; accented with colorful hip floors and wall coverings
- Plasma TV's showing something "cool" like music videos
- Plasma TV's above the counter with an animated menu
- Customers grab a big cup, pick their favorite flavors and toppings and create their very own dessert masterpiece. Then they walk up to the register, put the cup on the scale, and swipe their card. This customer control of the process is key to making it fun. It also keeps the line moving fast and reduces labor costs.

The self serve frozen yogurt concept is exploding across the US and growing internationally as well. If you have the money or have access to financing, it's a great business to get into. One shop can make you a good living, but it's best to look at the venture as a business where you would operate 3 or 4 (or more) stores in any given territory.

You might be asking yourself, "this all sounds great....but what if the market becomes saturated again, and the market softens like it did in the late 90's"?

I understand the concern. The difference between now and back then is that they weren't running the self serve concept. As I mentioned above, the beauty of the self serve concept is that you have a reduced labor expense, can move a line very fast and people love to create their own treat. Another difference in self serve is the "charge by the oz.", so you don't have to worry that your employees are "over serving".

The business might mature again and even slow to a certain degree. But it's still an excellent business model in comparison to the yogurt shops of the past. Even if a store slows down, it will still have a good chance of staying very profitable.

The biggest roadblock to getting in this business is probably start-up cash. It costs less to open a basic ice cream parlor than it does one of these yogurt stores. To do it right, a self serve yogurt shop requires a much greater amount of start up capital than a typical ice cream parlor. A self serve frozen yogurt store is not easy to get into on a shoe string budget. It can be done for less than the \$300-\$400k the franchises tell you is necessary, but again, it's going to be a substantial investment. If you are trying to do it on a shoe string budget, you can definitely go with used machines to try to keep your costs down. The challenge is finding uniformity in used machines. Finding 4 to 8 used machines in good condition, that are appropriate for the self serve concept (be careful what you buy – don't make the mistake of buying the wrong machines).

When a customer first walks in to the store, it is critical that they see "hip décor" and the place screams new and fresh.

At TurnKeyParlor.com, we want to help you choose the right concept for your specific situation. We can help guide and keep you from making basic mistakes.



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Reading this guide is stage 1 of your business planning. There is some great information in this guide to take you to the next level. Once you have done basic research, you might want to consider our higher level consulting service. These consulting packages can include 1 on 1 coaching calls to address your specific questions directly and comprehensively.

TurnKeyParlor.com offers the best prices on soft serve machines and other key equipment pieces. Volume discounts DO apply. As does local service, set up and machine training.

Let's get a little deeper into what's out there today, and what it takes to start and run one these businesses.

The Players

- 3 Options – Franchises, Licensing deals or Straight Purchase with no strings attached.

Franchises:

Legal Disclaimer: This information is not a franchise offering for any of the companies listed below and should not be construed as such. We have gathered this data independently and do not guarantee nor assume liability for incorrect data. We recommend that if anyone is seriously interested in pursuing any of these franchise opportunities, that they review that franchise's Federal Disclosure Document (FDD) with an attorney and accountant.

The franchise route – Is it the safest bet? Maybe, but definitely the most expensive.

Who's out there?

Menchie's

100% Self Serve Concept

Maybe the cream of the crop. Great floor designs - worth looking at in person to see what they are doing. Great fresh fruit topping bars, great looking candy topping displays.

Total Investment: \$340,000-\$400,000

Initial Franchise Fee: \$40,000

Royalty Fee: Not available (we believe it is around 6%)

Advertising Fee: Not available



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Franchise Units

Year	U.S. Franchises	Canadian Franchises	Foreign Franchises	Company Owned
2010	38	0	0	4
2009	12	0	0	3

Red Mango

Primarily Full Serve Concept, moving toward Self Serve Concept

Total Investment: \$264,500-\$435,000

Initial Franchise Fee: \$25,000-\$35,000

Royalty Fee: 6%

Advertising Fee: up to 4%

Term of Agreement: 10 years

Franchise Units

Year	U.S. Franchises	Canadian Franchises	Foreign Franchises	Company Owned
2010	65	0	0	1
2009	48	0	0	5
2008	36	0	0	8
2007	8	0	0	1
2006	0	0	0	0

Yogurtland

Self Serve Concept

Total Investment: \$350,000-\$400,000

Initial Franchise Fee: \$35,000

Royalty Fee: 6%

Marketing Fee: up to 2%

Term of Agreement: 10 years

Franchise Units

Year	U.S. Franchises	Canadian Franchises	Foreign Franchises	Company Owned
------	-----------------	---------------------	--------------------	---------------

2010	85	0	5	6
2009	57	0	2	4
2008	25	0	0	3
2007	1	0	0	2
2006	N/A	N/A	N/A	1

Freshberry – Self Serve

Total investment: \$165,750 - \$386,200

Franchise fee: \$25,000

Ongoing royalty fee: 6%

Term of agreement: Term of agreement not renewable

Franchise Units

Year	U.S. Franchises	Canadian Franchises	Foreign Franchises	Company Owned
2010	16	0	11	0
2009	5	0	0	1
2008	0	0	0	1
2007	0	0	0	0

Orange Leaf –

100% Self Serve Concept

A solid player, with a relatively small initial franchise fee.

Total Investment: \$210,000-\$356,500

Initial Franchise Fee: \$12,000

Royalty Fee: Not available

Advertising Fee: Not available

Pinkberry

Arguably the most established successful franchise.

Primarily Full Serve Concept, moving toward Self Serve Concept

Seems to have much more stringent requirements, starting with:

Minimum Liquidity: \$400,000 (\$200,000 per store)

Minimum Net Worth: \$800,000 (\$400,000 per store)

Total Investment per store: \$300 - \$450,000 per store

Initial Franchise Fee: \$45,000

Royalty Fee: 6%



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Advertising Fee: 2% local +2% Nat'l

Licensing

This is “almost” a franchise deal, but with more flexibility. You basically buy a name brand and the concepts.

Tuttifrutti for example, charges a \$25,000 fee and zero ongoing royalties. For this, you get to use their name, the designs, marketing tools, etc. They also help you with machines, layouts, etc.

This is an attractive concept, but you are limited in your territory and have to shell out cash for every store you open. In other words, you pay \$25k and they help you get the first store open. If you want to open a second store, that fee might be \$20k, then \$18k for the 3rd store and so on.

Like the franchise concept, it is comforting to have a group behind you with the “know-how” to get you started without having to reinvent the wheel.

But don't be misled. You will need your own architect, contractor, etc. TuttiFrutti will simply help you determine what a good location is, and act as consultants. The key services that architects and contractors provide are out of your pocket in addition to the \$25k licensing fee.

In summary, this seems like a pretty good deal, but beware. Make sure you know what kind of pricing you are going to pay for the product mix, etc.

STRAIGHT PURCHASE:

(True Independence) - No money down, no royalties

Going forward as an independent is one of the most attractive choices. After all, how hard can it be? Do you really want to be fully committed to any type of contract that limits your territory, creativity and makes you sign an iron clad contract that seems to protect everyone but you? That sounds harsh, but you really need to watch what you sign when you go any other way than as an independent.

There are suppliers out there who will sell you frozen yogurt liquid mix or powder.



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The liquid mix is the easiest to deal with. Simply pour the mix into the hopper and that's it. The machine does the rest.

Top choices for liquid mix out there are:

- Dreyer's/Edy's
- Honey Hill Farms
- Yocream

Top Choices for dry mix include:

- Nanci's
- Pregel
- Cielo

- **Product Cost and Suggested Selling Prices**

Liquid vs. Powder Mixes

Advantages of Powder:

- Dry Storage - No need for storage equipment that requires electricity
- Theoretically easier to source - no need for supplier to have frozen distribution capabilities

Disadvantages of Powder:

- Might be more expensive than buying frozen liquid mix
- You need more ingredients - skim milk, filtered water
- Takes longer - need to mix it - about 15-20 minutes per batch
- Labor intensive - employee needs to mix

- Consistency can be a problem. If mixed by different employees, they might make each make it slightly a different tasting product.

How does the powder product work?

- In short, employee uses approximately one pound of dry mix, corresponding amount of flavoring mix, 2 gallons of skim milk and $\frac{3}{4}$ gallon of filtered water. Put all this in a food grade plastic 5 gallon bucket and mix with a free standing motorized mixer.

The above will yield approximately 3 gallons of product, which is the appropriate size hopper for a typical self serve shop.

LIQUID MIXES

Advantages of liquid (frozen, then defrosted) mix:

- Less labor necessary - just pour mix into machine
- More consistent - pre-mix at factory means you don't have to worry about flavor variations
- Less materials - no need to source skim milk on a regular basis or worry about filtered water sourcing
- Possibly less costly than using powder

Disadvantages of Liquid Mix

- Need freezer and refrigerated stored to manage inventory

Topping Costs – (the million dollar question!)

Fruit, candy, etc.

The toppings will definitely cost you more than the yogurt. A range is between .10 and .40 cents per ounce – so be very careful in what toppings you choose to offer, since your retail price per ounce is fixed between 35 and 50 cents per ounce.

The other “wild card” or “million dollar question” is what the ratio of yogurt to toppings is for the typical customer. In other words, if you're paying 7 cents an

ounce for the yogurt and 20 cents an ounce for the topping, you will be a lot more profitable if the customer goes mostly with yogurt. The good news is that they do. A typical breakdown of yogurt/topping is 75% yogurt 25% topping.

After you've been open for a month, you will have a much clearer picture of your ratio. Upon further analysis, you can decide if you need to raise the per ounce retail price a few pennies.

Where to buy toppings? Costco, Sams, Restaurant Depot, Target, Walmart, Grocery store, etc. Basically, find somewhere that is convenient to buy from on a daily basis and sells candy and fresh fruit at the low prices.

- Average serving sizes
 - Typical ring is 8 ounces. At .45 per ounce = \$3.60

• FINANCIALS

- Please understand that these figures are designed primarily to give you something of a framework for which to work from, but are in no way a specific example of what you will make from the venture.

• Overhead Examples

- Labor Costs – These are really tough to nail down and are subject to a wide range of factors. For the purposes of this guide, figure anywhere from \$7,500 to \$15k per month in labor. About \$7,300 a month for an average store doing about \$350,000 a year. A good rule of thumb for labor is about 25-30% of sales.
- Figure 3 total employees at one time in store, store open 70 hours a week. This can be trimmed down if sales are really weak on certain days or times.

Breakdown:

One employee working register, one manning machine back room and keeping toppings full, one on floor as “info” person, keeping machines, floor and tables clean. Floor employee explains process to new customers, controls customer “over sampling” and generally keeps things running smoothly. Reduced to 2 employees during slower hours of the day or slower day of the week.

Figure you need 3 employees on the floor for 6 of the 10 hours per day.
Figure 2 employees for the other 4 of the 10 hours.

Total man hours per day as noted below:

3 employees for 6 hours = 18 hours

2 employees for 4 hours = 8 hours

26 hours at a blended hourly rate of \$12/hr = \$312 per day or \$2184 per week.

Possible pay breakout below*:

- Manager (@\$15/hr)
- Supervisor (@\$12/hr)
- Full time customer servers (@10/hr)
- Part timers (@ \$9/hr)

*estimates – not a perfect science. Per hour pay includes FICA costs

A first year profit and loss statement could potentially look like this (basic model):

Annual Sales (\$1000/day for 350 days)*	\$ 350,000
Cost of Goods (Yogurt and Toppings)	\$ 87,500 (about 25% of sales)
Gross Profit	\$ 262,500
Labor (about 25% of sales)	\$ 87,500
Rent (\$3500/mo)	\$ 42,000
Bank Loan/Interest (\$3000/mo)	\$ 36,000
Utilities (\$1500/mo)	\$ 18,000
Miscellaneous	\$ 5,000
TOTAL EXPENSES	(\$ 188,500)
Annual Profit for owner	\$ 74,000

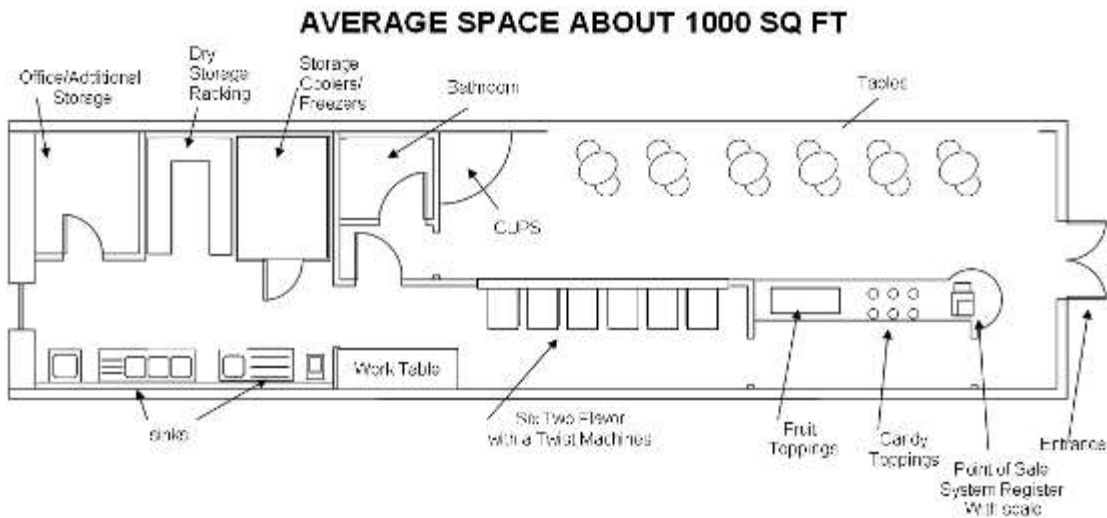
These are all very rough numbers, but to do \$1000 in a 10 hour day, you would need to sell 2,200 ounces, at \$.45 per ounce. At an average of 8 ounces per customer, you would need about 275 customers, or about 27 customers per hour. Again, these are rough numbers and can be tweaked by adding more hours to the day, etc.

Keep in mind that as an owner/operator, your net pay would be higher since you would be paying yourself the manager salary as well as the profit.

We've heard that there are stores out there doing \$500k, \$750k and up to 1 million per year. We chose to use \$350,000 as an example to keep it as real as possible. The stores doing the bigger numbers are paying more rent and labor and are in very high traffic, more affluent locations.

- **Rent/Location**

- All over the place of course. Dependant on a ton of different factors. Can range from \$10 a sq ft. to \$50 a sq ft.
- Typical space requires a minimum of 600 sq ft. maximum of 2000 sq ft. Average store about 1200 sq ft.
- If a store is 1000 sq ft at \$30/sq ft, then the monthly rent is $\$1000 \times \$30 = \$30,000$ divide by 12 months = $\$2500/\text{mo}$
-
- Utilities – Again, tough to say because it depends on how many machines, etc. But an average store's power bill will run around \$1,000.
- An average store will need a 300 amp panel



Key Equipment

Machinery - What Works Best? Stoelting, SaniServ, Taylor

A little bit about soft serve machines. Some of what I mention here will be obvious to many of you, but I'm writing this book with the thought that you have no idea at all about the equipment or the soft serve business.

First off, soft serve is simply a type of frozen desert that hasn't been hardened.

When looking for a machine, one of the first things you have to consider is the machines **capacity**.

Capacity is almost always measured by how many servings per minute the machine yields. High volume machines can generally yield 7 four ounce servings per minute. This is ideal if you have one machine at a concession where there is a long line and the machine is constantly being hit hard. It has to "recover" quickly. Medium volume machines yield about 4 four ounce servings and low volume machines yield about 1 to 2 four ounce servings per minute.

For self serve operations with multiple machines, you don't need high volume machines. Medium volume machines are perfect for a self serve frozen yogurt store. It doesn't make sense to go with high capacity/volume machines because these require more power and will increase your overhead unnecessarily.

Soft serve machines store "mix" in the "hopper". The mix then goes into the barrel to be frozen, and churned by a "dasher".

Key features on the newer machines that are critically important include "low mix alarms". If the barrel isn't full, the mix might freeze solid and this will keep the dasher from turning. A frozen barrel can cause the dasher bars to bend or worse,

damage the compressor.

The low mix alarm will shut down the compressor automatically if someone doesn't respond to the low mix alarm. It will re-start periodically, but will keep shutting down until someone adds mix to the machine.

Water cooled vs. Air Cooled. If you have good ventilation, you can go air cooled. If ventilation is an issue, water cooled is a better option. If you have more than 6 machines, there is a water cooled option called a "glycol system" which might be a good option. It's not cheap at about \$15k, but it protects the machines and keeps your air conditioner from working overtime.

Maintenance:

Cleaning and sanitizing on a daily basis is never a bad idea being that you are dealing with a dairy product. Your local health inspector will tell you what the requirements are for your area.

Some machines have auto-cleaning modes that make it easier for your employees to clean the machines. That said, even with this feature, the machines need to be broken down to clean and sanitize parts that don't get cleaned automatically. You also have to make sure that the parts that need it are lubricated as often as recommended.

See recommended brands and models on the next page.

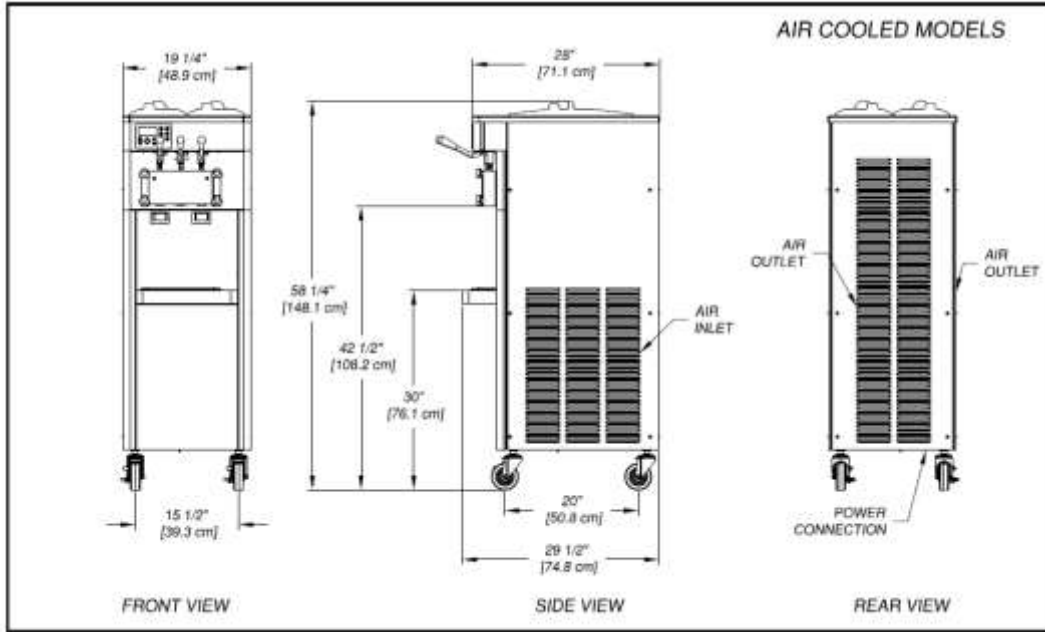


Stoelting F-231

Stoelting – F-231

Cost Range \$12,900 to \$14,900 per unit (depends on # of machines ordered, and where you are located). Includes shipping and on-site training

The Stoelting machines we recommend for the self serve concept are the Stoelting F-231, a slim line, medium volume machine that is specifically designed for the self serve frozen yogurt concept. Call or e-mail TurnKeyParlor.com for pricing and recommendations for other concepts.



Model F231		
Dimensions	Machine	with crate
width	19-1/4" (48,9 cm)	40-1/4" (102,2 cm)
height	58-1/4" (148,0 cm)	64-1/2" (163,8 cm)
depth	28" (71,1 cm)	33-1/4" (84,5 cm)
Weight	400 lbs (181,4 kg)	490 lbs (222,2 kg)
Electrical	1 Phase, 208-240 VAC, 60Hz	
running amps	approximately 12A	
connection type	NEMA6-20P power cord provided	
International Option	1 Phase, 220-240 VAC, 50Hz	
Compressor	12,000 Btu/hr (R-404A)	
Drive Motor	Two - 3/4 hp	
Air Flow	Air cooled units require 3" (7,6 cm) air space on both sides	
Plumbing Fittings	Water cooled units require 3/8" N.P.T. water and drain fittings.	
Hopper Volume	Two - 3 gallon (11,35 liters)	
Freezing Cylinder Volume	Two - 0.85 gallon (3.4 quart), 3,22 liters	

TAYLOR – C-713

Cost Range \$13,400 to \$15,600 per unit (depends on # of machines ordered, and where you are located). Includes shipping and on-site training

The machine Taylor recommends for the self serve concept is the Model C713.



Item No. _____

C713

Soft Serve Freezer

Twin Twist

Features

Offer all the popular soft serve variations from low or non-fat ice creams to custards, yogurt and sorbet. Serve two separate soft serve flavors, or an equal combination of both in a twist.

Freezing Cylinder

Two, 3.4 quart (3.2 liter).

Mix Hopper

Two, 20 quart (18.9 liter). Separate hopper refrigeration (SHR) maintains mix below 41°F (5°C) during Auto and Standby modes.

Indicator Lights

Digital readout displays hours since last brush cleaning to assure product safety. Mix Low light alerts operator to add mix. Audible alarm may be enabled to sound when mix is low. When the Mix Out light flashes, the unit shuts down automatically to prevent damage.

Touch Screen Controls

Microprocessor touch controls are embedded in durable tempered glass panel. Multiple languages are selectable. Viscosity is continually measured to dispense consistent quality soft serve desserts. Temperatures in the hoppers or freezing cylinders may be displayed at any point of operation, in either Fahrenheit or Celsius. Draw counter allows operator to view number of servings dispensed.

Standby

During long no-use periods, the standby feature maintains safe product temperatures in the mix hopper and freezing cylinder.

Two Locking Casters

Front casters have a locking feature for operators to keep equipment in place. The lock can be released to move the equipment for cleaning.



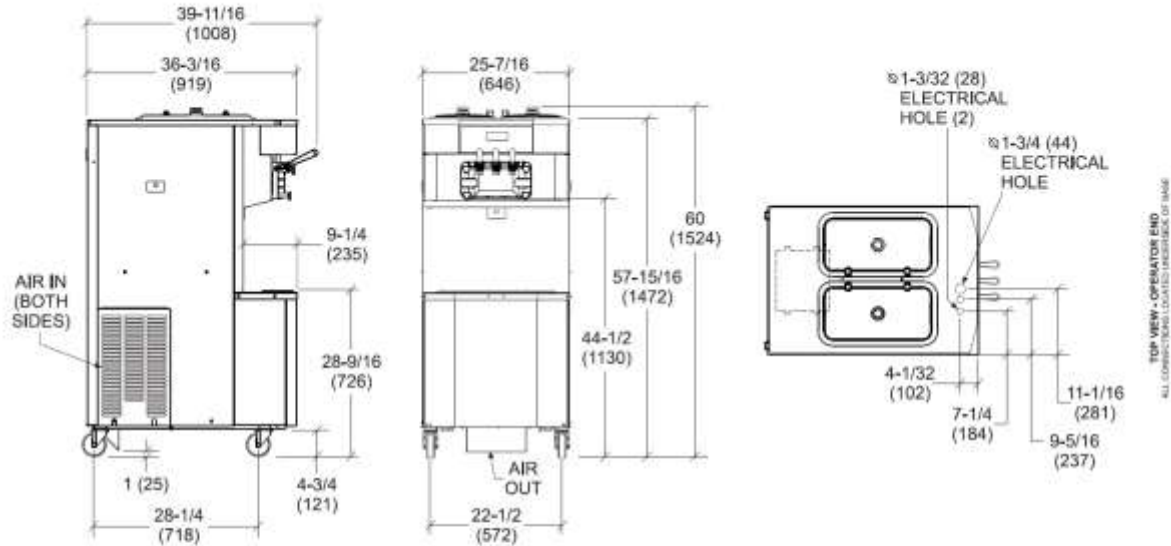
Integrated Syrup Rail Option - 2 room temperature with lids & ladles, 2 heated with syrup pumps



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C713 Soft Serve Freezer



NOTE: FIGURES IN PARENTHESES INDICATE MILLIMETERS

Weights	lbs.	kgs.
Net	733	332.5
Crated	793	359.7
	cu. ft.	cu. m.
Volume	67.4	1.91

Dimensions	in.	mm.
Width	25-7/16	646
Depth	39-11/16	1008
Height	60	1524
Floor Clearance	4-3/4	121

*Mounted on standard casters

Electrical	Maximum Fuse Size		Minimum Circuit Ampacity		Poles (P) Wires (W)
	Left	Right	Left	Right	
208-230/60/1 Air	35	35	25	23	2P 3W
208-230/60/1 Air, Syrup	35	35	26	23	2P 3W
208-230/60/1 Water	35	35	25	23	2P 3W
208-230/60/3 Air	20	20	17	15	3P 4W
208-230/60/3 Water	20	20	17	15	3P 4W
220-240/50/1 Air	25	25	21	19	2P 3W
380-415/50/3N- Air	12	10	9	8	4P 5W

This unit may be manufactured in other electrical characteristics. Refer to the local Taylor Distributor for availability. (For exact electrical information, always refer to the data label of the unit.)

Bidding Specs

Electrical: Volt _____ Hz _____ ph _____
 Neutral: Yes No Cooling: Air Water NA

Options: _____

Specifications

Electrical

Two dedicated electrical connections are required. See the Electrical chart for the proper electrical requirements. Manufactured to be permanently connected. Consult your local Taylor distributor for cord & receptacle specifications as local codes allow.

Beater Motor

Two, 1.5 HP.

Refrigeration System

Two, 9,500 BTU/hr. R404A.
 Separate Hopper Refrigeration (SHR), One, 400 BTU/hr. R134a.
 (BTUs may vary depending on compressor used.)

Air Cooled

Minimum 3" (76 mm) around all sides. Install the deflector provided to prevent recirculation of warm air. Minimum air clearances must be met to assure adequate air flow for optimum performance.

Water Cooled

Water inlet and drain connections under side of base 1/2" FPT.

Options

- Cone Dispenser
- Drain Adaptor (for ease of rinsing & cleaning)
- Draw Valve Lock Kit
- Faucet
- Hopper Locks
- Hopper Agitators
- Panel Spinner
- Syrup Rail (Integrated)
- Syrup Rail Kit (side mount)

Continuing research results in steady improvements; therefore, these specifications are subject to change without notice.

OXFORD Model OX-500 –

Cost Range \$7,900 to \$8,900 per unit (depends on # of machines ordered, and where you are located). Includes shipping and on-site training. Full Warranty.



- Stainless Steel Exterior
- User Friendly Digital Controls
- Low Mix Alert
- Refrigerated Hoppers
- Auto Sleep Mode
- Adjustable Cylinder Temperature
- Hopper Capacity = 3 gallons each
- Cylinder Capacity = 1.68 qt each
- Finished product in 10-12 minutes
- 40 quarts per hour production
- Air Cooled Efficient Refrigeration
- Two Flavors and a Twist
- Energy Efficient
- Simple 115 Volts/60HZ/ 1 phase
- Air Cooled
- Fully Self Contained
- **NSF Certified**



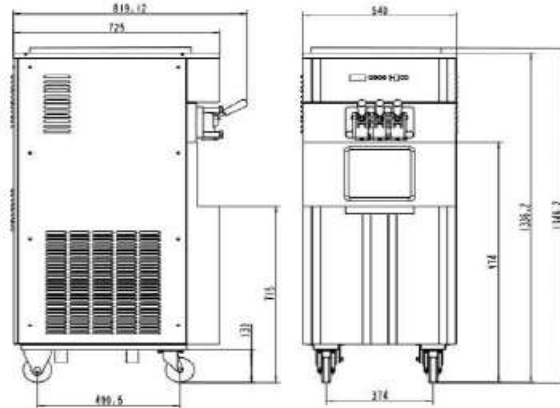
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OXFORD Model OX-500



Voltage/ Hertz/ Phase	115 Volts/60Hz, single phase
Amperage	23 Amps
Power Consumption	2.5kw
Motor Power	1.5 Hp (1100 Watts)
Drive	One, V-Belt Drive
Rotation	Counter Clockwise (CCW)
Compressor	Aspera /1.5HP
Refrigerant	R404A/1000g/R134a/70g
Condenser Type	Air-Cooled
Freezing Cylinder Capacity	Two-1.68 quarts (Two-1.6liters)
Refrigerated Hopper Capacity	Two-12.6 quarts (Two-12 liters)
Production Capacity*	40 quarts/hr (38 liters/hr)
First Dispensing Time*	10-12 minutes
Consecutive dispensing	16~25cups/100cc/3.3oz
Height	53.2 inches (1350 mm)
Width	21.3 inches (540 mm)
Length	28.7 inches (730 mm)
Net / Crated Weight	386 lbs/507 lbs (175kg/230kg)

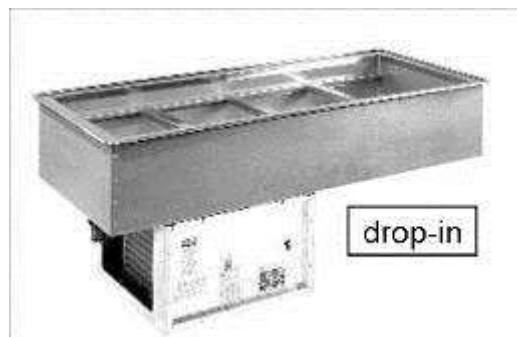
**Hourly production Capacity and First Dispensing Time may vary depending on certain factors including product, product initial temperature, freezing cylinder temperature settings, ambient temperature, and proper maintenance of the machine. For optimal performance, please see Operating Manual for recommended maintenance and operational guidelines.*

Register/Scale POS system



It's key to have a POS (point of sale) system that has software specific to the self serve frozen yogurt business. Our recommended POS features a simple, intuitive menu, which is easy to learn and simple to work with. Customers place frozen yogurt cups on the integrated ounce point of sale scales, cashiers ring up the product, and the customer makes payment. With this convenient tool self serve frozen yogurt store business owners can focus on what is most important: their business and making their customers happy. Call or e-mail TurnKeyParlor.com to learn more about the right type of POS for your store. Count on paying between \$2800 and \$4500 (for the higher end systems that have multiple security cameras, loyalty card integration, etc.)

- Drop in Refrigerated topping bar
 - Ever wonder how stores put together those nice little salad bar looking topping display's? Here's the answer. It's called a drop in, meaning it drops into a counter and has a refrigeration unit attached to the bottom of it. You can then drop/hang a series of pans for the fresh cut fruit and other toppings that require refrigeration.



- **Location**

-
- What works, what doesn't – You want a place that is comfortable. Easy to get in, plenty of parking. A place you can see a family sitting and relaxing with their frozen yogurt treat.
- Visibility is important
- Other eateries nearby are great to have. People finish their food and head over to the close by yogurt shop
- Malls are good, but not always. Need to make sure that the mall is open during peak yogurt hours, which can go into the night
- Outdoor seating is a great plus
- Typical

BIGGEST MISTAKES PEOPLE MAKE

- Improper ventilation of machines – they will “under-perform” and die an early death
- “Too Much Machine” – People think that buying the biggest, most expensive machine is the way to go. It's not. You can buy too much machine and suffer a utilities bill that is more than it needs to be.
- Improper machine settings – yield crappy texture and taste. Not a good thing. You need to know how to set the machines to yield the product you want, and you need to keep controlling quality on a regular basis.
- Bad location – speaks for itself
- Not throwing away cut fruit that sits in pans too long. I see this often. A manager trying to control food costs keeps cut strawberries or whatever fruit in the pan so long that it looks like mush. These should be thrown away long before. In fact, they should be tossed if they don't look SUPER fresh. Nothing will turn a customer off more than mushy fruit. In fact, a key to this business is exciting the customer's senses with fruit that looks fit to be photographed and put on the cover of Bon Appetite.

I hope this guide has helped provide a basic understanding of what it takes to open a successful self serve frozen yogurt store. Please call or e-mail us if you would like to learn more about our 1 on 1 consulting offers.

Best Regards,



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President



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