

Product	Official Name	Big Train Blended Ice Coffee	Wholesale Pricing	Bulk	\$89
	Product Category	Blended Ice Drinks		Single Serve	\$94
	Description:	Frozen Coffee Drink			

Flavors	<p>New 2005 Flavors: Java Chip & Espresso</p> <p>Other Available Flavors: Mocha, Vanilla Latte, Heath® Mocha, Kona Mocha, Caramel, Coffee, Chocolate Mint, Chocolate Peanut Butter, Chocolate Malt, White Chocolate, Decaf Mocha, Decaf Vanilla, No Sugar Added Mocha, No Sugar Added Vanilla.</p>
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Product Description	A delectable blended ice drink made with <i>premium ingredients</i> and 100% Arabica Coffee . This sensational frozen coffee is easy to prepare, shelf stable, profitable, and full of flavor. Coffee is already added for extra convenience. It is a mouth-watering frozen dessert-like treat you drink with a straw. Also known as a frappe.
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Preparation	Directions	16 oz. blended drink: Pour 5 oz. chilled coffee, milk, or water into blender. Add 2 scoops of product into blender. Add 12 oz. of ice and blend until smooth.
	Hot:	Add 1 scoop of product into 7 oz. hot water or coffee.
	Iced:	N/A
	Blended:	Recommended Recipe
	Granita Friendly?	All except Heath Mocha (product may foam if mix goes below auger line)
	Scoops	1 RED scoop = 3 tbs. OR 1 BLUE scoop = 4 tbs.



* Return on Investment

Volume Discount:		Buy 5 get 1 Free (Price per case - \$74.17 / Serving Cost \$0.74)
Serving Size	Bulk Serving Size:	100 - 16 oz. servings per case
	# Servings Per Bag	20 - 16 oz. servings / bag
	Single Serve Size:	100 - 16 oz. packets/ case
	# Servings Per Packet	1 - 16 oz. drink/ packet

Profit	Price per case	\$89.00
	# Servings	100
	Price/serving	\$0.89
	MSRP**	\$3.50
	profit per drink	\$2.61
	Profit per case	\$261.00

** MSRP - Manufacturers Suggested Retail Price

Packaging	Bulk Packaging:	5 - 3.5 lb bags per case
	Case weight:	19 lbs.
	Case dimensions:	12" x 8" x 10"
	Single Serve Packets	100 - 2.8 oz. packets per case
	Case weight:	23 lbs.
	Case dimensions:	17" x 12.5" x 11"
Can I mix Cases?	YES - with Blended Ice Coffees, 20 Below Hot Chocolate, & Blended Crèmes	

Please inquire about individual **Nutritional Information** as it varies by flavor.

Shelf Life	Shelf Life - Unopened	1 Year
	Shelf Life - Opened	1 Year
	Is it Kosher?	Yes
	Does it need to be refrigerated?	NO
	Is it all natural?	NO

FAQ	Does product contain caffeine? YES Average 10-40 mg (A standard cup of coffee contains 70-180mg caffeine)
	Do you have any promotional materials to help support these products?
	YES! Updated promotional items are now available <i>FREE</i> of charge. Items include.... individual 13" x 19" flavor posters, 23" x 34" Blended Ice Coffee poster, flavor strips, 7.25" x 5.25" table tent, 2' x 4' vinyl banner, 5.5" x 8.5" Blended Ice Coffee counter card, Chocolate Peanut Butter table tent, & 18" x 24" Chocolate Peanut Butter Poster.
You have so many delicious flavors. How do I choose the best flavors for my customers?	
We suggest you start with our 2 most popular and versatile flavors Mocha and Vanilla Latte as well as a flavor of your choice such as caramel. Then choose one new flavor every month as a house special and use our individual flavor posters to promote the new flavor. This not only gives your customers a reason to keep coming back to your store every month, but it also will show which flavors will be more popular than others for your area and clientele. You can then permanently add the most popular flavors to your drink menu.	