

Enter the information for your store. All preset figures are **illustrative estimates** — replace them with your real shelf price and your Crathco equipment cost.

## 1 • Profit per cup

**ENTER** – Retail price per cup (based on 16 oz. cup)

**ENTER** – Product cost per cup (syrup + cup + lid + straw)

Gross profit per cup = Retail price – Product cost

*Reference: at \$1.99 price and \$0.35 cost, profit per cup ≈ \$1.64 (~82% margin).*

## 2 • Daily, monthly & annual profit

**ENTER** – Cups sold per day (bubbler ~40 /· frozen dispensed ~60 /· barrel freezer ~120)

Daily profit = Profit per cup × Cups/day =

Monthly profit ≈ Daily profit × 30 =

**ENTER** – Days Open

Annual profit = Profit per cup × Cups/day × Days open =

## 3 • Payback & break-even

**ENTER** – Machine cost (dealer pricing)

Payback (months) = Machine cost ÷ Monthly profit =

Break-even cups/day = Machine cost ÷ (Profit per cup × target days) =

### QUICK PAYBACK REFERENCE

(at ~\$1.64 profit/cup, illustrative)

| Cups/day | Monthly profit | \$2,000 unit | \$4,500 unit | \$9,000 unit |
|----------|----------------|--------------|--------------|--------------|
| 40       | ~\$1,970       | ~1.0 mo      | ~2.3 mo      | ~4.6 mo      |
| 60       | ~\$2,950       | ~0.7 mo      | ~1.5 mo      | ~3.1 mo      |
| 120      | ~\$5,900       | ~0.3 mo      | ~0.8 mo      | ~1.5 mo      |

Get a real quote & lock in your payback