

WHAT MAKES FROZEN CUSTARD SO SPECIAL?

Frozen custard capitalizes on consumers who want to reward themselves by splurging on a rich, self-indulgent snack or dessert. Frozen custard, made with a frozen custard machine, is a super premium product, offering an unbelievable taste. The smooth, creamy flavor of custard comes from the high butterfat content and low overrun.

A frozen custard machine is designed to freeze and eject the product as soon as it reaches its proper consistency, ensuring a superior quality product. The freezing process spotlights a fun-to-watch presentation. As frozen custard is funneled into the holding cabinet, customers have the opportunity to see their desserts being made fresh. Patrons typically select from a range of candies, fruits and nuts to create made-to-order custard desserts.

The holding cabinet is designed to maintain temperature for two hours, assuring a fresh tasting product. Product left in the holding cabinet after the two hour period is typically used to create pies, cakes and novelties; or it's packaged in pints and quarts for take-home sales.

And, once your customers have experienced the taste, they are hooked. No other ice cream product duplicates the taste of frozen custard.



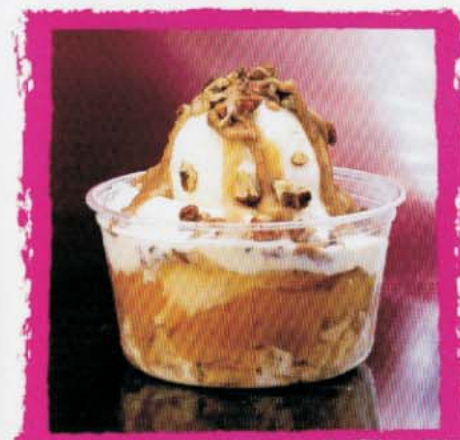
HOW PROFITABLE IS FROZEN CUSTARD?

Frozen custard is a super premium product that commands a higher selling price and therefore yields higher profits. The chart below calculates profits based on a selling price of \$2.49, less food and paper costs of \$.49. Use your own figures to determine your profit potential.

	30 Servings	60 Servings
Day	\$60.00	\$120.00
Week	\$420.00	\$840.00
Month	\$1,800.00	\$3,600.00
Year	\$21,600.00	\$43,200.00

	100 Servings	200 Servings
Day	\$200.00	\$400.00
Week	\$1,400.00	\$2,800.00
Month	\$6,000.00	\$12,000.00
Year	\$72,000.00	\$144,000.00

Based on store opened 7 days a week,
30 day month average, 360 days a year.



Whether your business is new or an add-a-business concept, your Taylor distributor can demonstrate how easy it is to add frozen custard. As foodservice experts, they can help you select mix programs, develop flavor choices, provide promotional materials and show you merchandising techniques, all critical factors behind custard sales.

Taylor's global distributor network offers a complete line of equipment, factory trained service technicians, full parts inventory, merchandising programs, financing and leasing capabilities. Our entire company focus is centered on understanding your needs and providing the things you'll need to make your business grow.

Call us toll free today. 1-800-255-0626



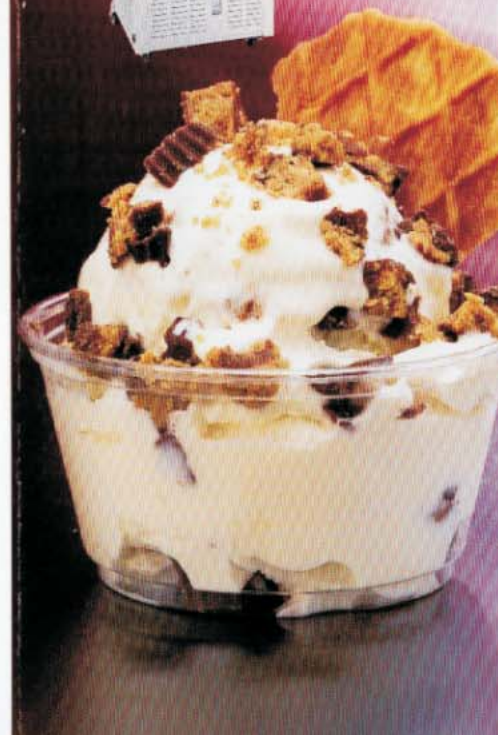
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PROFITING WITH FROZEN CUSTARD



WHAT IS FROZEN CUSTARD?

By definition frozen custard is a product in the super-premium ice cream category that:

- has a smooth, creamy texture
- incorporates low overrun, typically 15 to 20%
- features a minimum of 10% butterfat
- must contain egg yolk, 1.4% by weight
- is optimally served at 17° to 19° F (-8.3° to -7.2°C)

Frozen custard differs from other ice cream products in that it has low overrun (the amount of air incorporated into the product) with an extremely smooth and creamy texture and taste.

The product is made and served fresh. The rich flavors add another dimension to the whole frozen custard experience.

Customers in general will repeatedly drive great distances to experience a delicious frozen custard treat, making it a valued destination product as well as an ideal impulse item.

HOW DO YOU SERVE FROZEN CUSTARD?

The natural marketing technique is to offer a "Flavor of the Day" concept. By printing or posting your entire flavor menu for the month, you can bring customers back over and over again. It's not a difficult process. Recipes are simple; flavor varieties are almost endless.

Begin with fresh, quality mix to produce a superior tasting custard. A variety of vanilla extracts or other flavorings may be added prior to the freezing process to create an enhanced taste. Once the frozen custard is held in the holding cabinet it's ready to be scooped into cups, cones, waffle cones, waffle bowls, between home-baked cookies, etc. Then top it off with wafers, cherries or any other appetizing garnish. When serving a "flavor of the day", fold measured ingredients into the custard before it is scooped.



HOW IS A TAYLOR FROZEN CUSTARD MACHINE DIFFERENT FROM OTHER UNITS?

Taylor frozen custard machines are built by the best known name in ice cream dispensing equipment to meet the demands of retail shops everywhere. Our machines offer features that owners and operators have sought for years.

- A smaller footprint for space consideration. Installation minimizes sq. ft. requirements.
- Self-contained refrigeration system, with quiet operation.
- Ensured product safety with total refrigeration maintained from hopper to barrel during operation.
- A compact dasher design for more efficient freezing. Enhances product with a velvety, smooth texture.
- Fewer pieces for simplified cleaning and assembly. Less labor required for cleaning breakdown and reassembly. Less replacement costs.
- Easy flow regulator adjustment to control product quality.
- Refrigerated hoppers assure product safety.



NOW, FROZEN CUSTARD BEGINS WITH TAYLOR!