



**"THE ORIGINAL"**

# **Philadelphia<sup>®</sup> WATER ICE**

**How to Sell  
Philadelphia Water Ice**

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## Introduction

We're very excited that you're interested in selling Philadelphia Water Ice!

Philadelphia Water Ice is a super-premium Italian ice. It has a smooth consistency and an unforgettable flavor.

It can be served as Italian ice or sorbet, or used to make gelatis (water ice layered with soft serve ice cream), radio balls (water ice layered with hard ice cream), smoothies or cocktails.

It's also fat free\*, cholesterol free, dairy free, gluten free and produced in a peanut free plant!

\*Coconut and chocolate contain fat



## Profit Calculator

Here are some examples of what you could make on a *single* 2.5 gallon tub:

*Profit Margins Up to 900% !*

<b>Profit Calculator for Each Tub</b>						
	<b>Kids 6 oz. Serving</b>					
	<b>Servings</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>
	<b>SRP</b>	<b>\$1.00</b>	<b>\$1.50</b>	<b>\$2.00</b>	<b>\$3.00</b>	<b>\$3.50</b>
	<b>\$ Gross</b>	<b>\$60.00</b>	<b>\$90.00</b>	<b>\$120.00</b>	<b>\$180.00</b>	<b>\$210.00</b>
	<b>Regular 10 oz. Serving</b>					
	<b>Servings</b>	<b>35</b>	<b>35</b>	<b>35</b>	<b>35</b>	<b>35</b>
	<b>SRP</b>	<b>\$2.00</b>	<b>\$2.50</b>	<b>\$3.00</b>	<b>\$4.00</b>	<b>\$5.00</b>
	<b>\$ Gross</b>	<b>\$70.00</b>	<b>\$87.50</b>	<b>\$105.00</b>	<b>\$140.00</b>	<b>\$175.00</b>
	<b>Large 16 oz. Serving</b>					
	<b>Servings</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>24</b>
	<b>SRP</b>	<b>\$3.00</b>	<b>\$3.50</b>	<b>\$4.00</b>	<b>\$5.00</b>	<b>\$7.00</b>
	<b>\$ Gross</b>	<b>\$72.00</b>	<b>\$84.00</b>	<b>\$96.00</b>	<b>\$120.00</b>	<b>\$168.00</b>

## How do I get started?

Our most popular option is our [\\$979 Freezer Deal](#). For \$979, you get a water ice dipping freezer (holds 16 2.5 gallon tubs), an outdoor banner, a menu board, two sleeves of cups, a scooper and 8 free 2.5 gallon tubs.

The money you make selling those first 8 tubs could very well pay for your freezer!

Many of our wholesale distributors throughout the United States carry this deal. Please use our [Store Locator](#) to contact your local distributor.

For more details, see our website or call us at 215-533-0400 (or toll-free at 888-SELL-ICE).



Another option is our [Push Cart Deal](#). For \$3,295 you get a refrigerated push cart, an umbrella, 6 2.5 gallons tubs, a menu board, 2 sleeves of cups and a scooper.

The PWI Push Cart has a heavy gauge, welded aluminum frame, a stainless-steel interior and a rust-proof exterior.

It features an air-cooled compressor system and a wide-ranging digital temperature control with temperature adjustable from  $-30^{\circ}\text{F}$  to  $+30^{\circ}\text{F}$ .

For more details, see our website or call us at 215-533-0400 or 888-SELL-ICE.



Another option is our [Make Your Own Package Deal](#). For \$9,995 you get a water ice machine (produces 3 tubs per hour), a dipping freezer (holds 16 2.5 gallon tubs), point of sale and 100 gallons of water ice base. There are no franchise fees and training is included! Each 1 gallon of base makes 2.5 gallons of finished product (just pour the base into the machine and add water).

For more details, see our website or call us at 215-533-0400 or 888-SELL-ICE.



(cart not included)

We also have a [Slushy Machine Package Deal](#). For \$2,395 you get a slushy machine and 12 cases of slushy mix. Assuming you make \$214.80 per case (120 16oz cups @ \$1.79), after selling your 12 cases, that's \$214.80 x 12 = \$2577.60!

The machine contains two large 3 gallon (11.4L) hoppers for optimum cooling and serving capacity. It is very simple to run with its touchpad display.

We offer a full line of Philadelphia Water Ice slushy flavors, including Banana, Blue Raspberry, Cherry, Lemonade, Mango, Margarita, Piña Colada and Strawberry.



We also offer an extensive line of pre-packaged water ice in a variety of flavors and sizes. We have:

- 4 oz. cups (with Sugar Free options)
- 8 oz. cups
- An All Natural line (in both 12 oz. cups and 16 oz. pints)
- 1 gallon Party Pails
- Ice Ups



If you have a business within the PA/NJ/DE region, we may be able to deliver these items to you. If you are outside of our local delivery region, we can ship these products to you, but it is a 1-pallet minimum.

## But I don't live in Philadelphia!

We have wholesale distributors all over the United States. You can use our [Store Locator](#) to find one near you. When you contact one of our wholesalers, ask them if they carry our \$979 Freezer Deal. Call us at 215-533-0400 or 888-SELL-ICE if you have any questions.

## Do you have any selling tips?

You should offer at least 6 flavors in at least 2 sizes. The perfect temperature for scooping water ice is about 18° F. Try to always keep the tub level (flat) when scooping and don't dig holes!

If you're introducing Philadelphia Water Ice to a new area, offering samples to passersby is a great way to spread the word and create a customer base.

Having great point of sale is one of the most effective ways to boost sales. We offer a line of point of sale items to help you succeed – menu boards, posters, banners, flags, and even a large tent! Please see our [Point of Sale](#) page for more details. Call us at 215-533-0400 to place an order!



## Frequently Asked Questions

### Do you have a brochure with all your products?

Our Product Guide is available for download on our website: [www.philawaterice.com](http://www.philawaterice.com).

### I have a business within the PA/NJ/DE region. How can I start selling your products?

We have many options available, from cash and carry, local delivery and loaned freezers. Please call us at 215-533-0400 for more information.

### There are no wholesale distributors near me. What are my options?

We can ship our products to you, but it is a 1-pallet minimum. Please call us at 215-533-0400 for more information.

### I would like to order flavors or products that are not available through my local distributor. How do I do that?

If you're interested in additional flavors of 2.5 gallon tubs, you can contact your local distributor and request this from their frozen department manager. If you're interested in products that your local distributor does not carry, we can ship them to you at your business address, but it is a 1-pallet minimum. Please contact us at 215-533-0400 for more information.

I'm interested in selling your pre-packaged cups of water ice. How can I do that?

If you're located within our local delivery area (the greater Philadelphia region) and you have a business address, we can deliver it to you. If you are located outside of that region, we can ship it to you directly from our factory, but it is a 1-pallet minimum.

Do I have to pay franchise fees?

No. We are not a franchise.

What are your top selling flavors?

Our top selling flavors are Mango, Tropical Rainbow, Cherry, Blueberry, Lemon, Rainbow (Red-White-Blue), Strawberry Lemonade and Cotton Candy.

What temperature should I scoop it at?

You should scoop it at 10-15° for low volume stores and 15-20° for all others. 18° is the ideal scooping temperature.

Should I use a certain type of scooper?

We recommend using a #12 mechanical scooper.

How long does your water ice last?

The shelf life is about 18 months from date of manufacture if stored at 0° or below.

Does your water ice contain high fructose corn syrup?

No. Our water ice does not contain high fructose corn syrup.

Is your water ice gluten free?

Yes. Our water ice is gluten free.

Is your water ice Kosher?

Yes. Our water ice is certified  Kosher by the Orthodox Union.

What allergens are present at the manufacturing plant?

Both dairy and coconut are processed. We take every reasonable precaution to prevent cross contamination.

Where can I find more information?

You can call us at 1-888-SELL-ICE or you can visit our website at [www.philawaterice.com](http://www.philawaterice.com). You can also e-mail us at [info@philawaterice.com](mailto:info@philawaterice.com)!