



MILK SHAKES & *Yogurt* SMOOTHIES



Retailer Presentation

102013



920 IRWIN RUN RD
WEST MIFFLIN, PA 15122
PH 1-888-367-7829
FAX 412-464-2516
www.omnifoodconcepts.com

Unmatched
in **taste** and
QUALITY



PROFIT SHAKE DOWN

12 ct case pack/15.5oz cup

Approx. Retailer Cost 19.20cs/1.60ea

Retail SRP 2.99

SRP/GP = 46%

Milkshakes Made From Real
PREMIUM ICE CREAM

Smoothies Made From Real
FRUIT & YOGURT

Self
SERVE SYSTEM

8 Delicious
FLAVORS

6 Milkshake flavors:

Vanilla

Chocolate

Strawberry

Cookie's n Cream

Peanut Butter Cup

Mint Chocolate Chunk

2 Yogurt Smoothie flavors:

Banana & Strawberry

Black Raspberry

COLD Cow ICE CREAM.COM

INSTRUCTIONAL VIDEO



Made from real premium ice cream and real fruit and yogurt, Cold Cow Ice Cream® Milkshakes and Smoothies are smooth, creamy and delicious with a taste profile that is unmatched! Cold Cow is bursting into the c-store market as an unrivaled consumer and retailer favorite. Start *Shake'N Up the Profits* with this high quality, labor free and inexpensive system.

...*high quality,*
labor free and
inexpensive...



SOFT SERVE and a MILKSHAKE!

There are two ways to enjoy Cold Cow Ice Cream® Milkshakes & Smoothies

grab a
SPOON...



and enjoy a delicious Cold Cow Ice Cream Milkshake or Smoothie as a grab'n go, soft serve treat right out of the freezer.

grab a
STRAW...



and in just 30-40 seconds you could be drinking a delicious, satisfying milkshake or smoothie.



- Small Foot Print Display
- No labor Milkshake System
- Quick Return on Investment
- High Profit Item/Repeat Sales
- High Impact Graphics



*IMAGING PACKAGE

(in addition to equipment header and wraps) 60"x16" vinyl banner, 2 outdoor caroplast pole cup signs, 2 price point stickers, 1 ea. 11"x17" milkshake/smoothie sign, 1 ea. 8"x11" milkshake/smoothie sign, 1 ea. 9"x2" milkshake/smoothie cling



Cold Cow Milk Shake Equipment Order Form

Date: _____

Equipment is billed through Imperial Trading

Prices are subject to change and do not include tax.

SHIPPING INFO	BUSINESS NAME
	MAILING ADDRESS <small>Please provide in order to receive update LCD videos/ads</small>
	SHIPPING ADDRESS
	CITY/STATE/ZIP
	EMAIL ADDRESS
	PHONE NUMBER
	CONTACT NAME
BILLING* SAME AS ABOVE <input type="checkbox"/> BILL TO DISTRIBUTOR <input type="checkbox"/> <small>*Credit requires 15 days payment when billing retailers directly</small>	
BILL INFO	BUSINESS NAME
	MAILING ADDRESS
	CITY/STATE/ZIP
	PHONE NUMBER
	CONTACT NAME

DISTRIBUTOR	BUSINESS NAME
	MAILING ADDRESS
	SHIPPING ADDRESS
	CITY/STATE/ZIP
	EMAIL ADDRESS
	PHONE NUMBER
CONTACT NAME	
SEND ORDERS TO:	
OMNI Food Concepts/920 Irwin Run Rd/West Mifflin, PA 15122	
fax 412-464-2516/ phone 1-888-367-7829	
email - heather.morrison@omnifoodconcepts.com	
www.omnifoodconcepts.com	

Authorized Signature _____

FREE FILL

• Receive 6 free cases of shakes with a new equipment placement, one case each of vanilla, chocolate, strawberry, coolin' cream, peanut butter cup & mint chocolate chunk

• \$215 RETAIL VALUE *based on \$2.99 MSRP

Offer valid on orders received thru December 31st, 2013 on new equipment purchases only. All free product is to be shipped through your distributor.



EQUIPMENT PACKAGE	Pkg Cost	
A. LCD SURROUND Pkg 32"Wx27"Dx49"H <small>Includes Freezer, Pre-programmed Defrost Unit, Surround, LCD Screen, Condiment Caddy and Imaging Package</small>	2,695.00	
B. COUNTERTOP FREEZER Pkg 38"Wx27"Dx43"H <small>Includes Freezer, Pre-programmed Defrost Unit, Condiment Caddy and Imaging Package</small>	1,695.00	
C. UPRIGHT FLOOR CABINET Pkg 32"Wx27"Dx70"H <small>Includes Freezer, Pre-programmed Defrost Unit, Upright Floor Cabinet, Condiment Caddy and Imaging Package</small>	1,895.00	
D. BASIC SURROUND Pkg 32"Wx27"Dx49"H <small>Includes Freezer, Pre-programmed Defrost Unit, Upright Floor Cabinet, Surround, Condiment Caddy and Imaging Package</small>	2,295.00	
UPGRADE OPTIONS (upgrades previously purchased Countertop Freezer and Defrost Unit to BASIC SURROUND Pkg D. Does not include LCD Screen)		
E. RETRO FIT SURROUND w/BASE CABINET <small>Includes Base Cabinet and Surround only; for upgrading the Cold Cow Countertop Freezer, Pre-programmed Defrost Unit w/Condiment Caddy</small>	850.00	
F. RETRO FIT SURROUND ONLY <small>Includes Surround only; for upgrading the Cold Cow Countertop Freezer w/Base Cabinet, Pre-programmed Defrost Unit and Condiment Caddy</small>	400.00	
All pricing based on items shipped as a "package" and includes freight. Additional cost and freight incurred on all items ordered and shipped as separate pieces; freight costs vary. Please call for non "package" pricing and additional freight costs.	TOTAL	



PO's are processed within 2 business days and will be received within 7 business days at the retail site. Please report damaged shipments within 48hrs of receipt. Pricing Effective September 4, 2012

