

SO FREEZIN' GOOD



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDOX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893



*5 simple things that will help
you sell more frasil and
maximize profits.*



①

Marketing & Promotions

Always display current marketing materials
Participate in current promotions

②

Keep the Machine FULL

Rotate Flavors Monthly
Pre-mix and refrigerate product for rapid refill

③

Clean the Machine

Clean drip tray, light lids and exterior daily
Clean bowls and filter monthly

④

Use Branded Cups

Offer three sizes 12oz, 20oz, 32oz
Offer Promotional cups

⑤

Competitive Pricing

Recommended Pricing:
12oz \$1.29 20oz \$1.99 32oz \$2.99



For service call 877-372-9455

Why do stores that convert to Frazil typically see a 20%-50%* increase in sales?



*Average YoY ounce per ounce sales growth at 500+ locations that switched from a competing FUB program to the Frazil program in 2019.



WIN WITH THE BUNDLE PROGRAM **frazil**

HIGHLIGHTS

FREE Machine and Service

FREE Delivery, Installation, and Training

FREE Lifetime Reactive Service and Parts

FREE Point of Sale Materials

REQUIREMENTS

Minimum Non-Cig Purchase per Week

\$1,400

Dedicated 20 Amp Electrical Outlet

Health Department Approved Sink

Minimum Frazil Purchase Annually

20 cases

PROFITABILITY

Estimated Cost per Frozen Ounce

\$0.06

Suggested Retail Price:

12 ounce - \$1.29 20 ounce - \$1.99 32 ounce - \$2.99

Expected Gross Profit Margin

30%-45%

2021 FEATURED FLAVORS

**All flavors sweetened with real sugar/NO HFCS*



WATCH ME

877.372.9455

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www.frazil.com

INSTALLATION DAY

what to expect?

Install and program
the Frazil Machine

Setup (1) 6-slot cup rack

Setup hanging sign
and price card sign

Train staff to mix product
and clean machine

Leave behind cleaning
instruction sheet and
service contact information

For more training, visit
www.frazil.com/retailer

THE FRAZIL 5

maximize success by:

① Marketing & Promotions

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② Keep Machine FULL

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③ Clean Machine

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PROMOTION KIT

...but wait there's more

- 5 Gallons Tiger's Blood
- 1 box of straws
- 5 Gallons Simply Mango
- 1 price sign
- 150 cups (50/size)
- 1 hanging sign
- 150 lids (50/size)
- 1 6-slot cup rack



Description	Size	MGC #	Barcode:
FRAZIL BUBBLE YARD PLASTIC CUPS	72/ DSP	#66650	
FRAZIL SPOON STRAWS JUMBO WRAPPED	300/ 12 OZ	#66636	
FRAZIL 12 OZ PET CUPS	300/ 12 OZ	#66633	
FRAZIL 32 OZ PET CUPS	300/ 32 OZ	#66635	
FRAZIL 20 OZ PET CUPS	300/ 20 OZ	#66634	
FRAZIL CLEAR SLOT LID FIT 12/20 OZ CUPS	600/ CT	#66637	
FRAZIL CLEAR SLOT LID FIT 32 OZ CUPS	300/ CT	#66639	
FRAZIL BLUE RAZMATAZZ (BLUE RASPBERRY)	10/ 1.6#	#66648	
FRAZIL TIGER'S BLOOD (STRAWBERRY)	10/ 1.6 OZ	#66640	
FRAZIL LEMON ICE	10/ 1.6 OZ	#66645	
FRAZIL SIMPLY MANGO	10/ 1.6#	#66641	
FRAZIL BERMUDA TRIANGLE BANANA ORANGE	10/ 1.6#	#66642	
FRAZIL GREEN APPLE	10/ 1.6#	#66646	
FRAZIL GEORGIA PEACH	10/ 1.6#	#66647	

Mixing instructions for all Frazil flavors

Mixing instructions are found on the flavor pouch and the side of the Frazil mixing jug. All stores will be trained on installation day.



Mixing Instructions:

- 1 case contains 10 pouches and one flavor tag (goes on top of light lid)
 - 1 pouch = 1 gallon (1 case = 10 gal)
 - Frazil has a 5-year shelf life
 - Made with real sugar, ships dry
1. The pouch makes one gallon of ready to use product.
 2. Pour contents of pouch into the clean sanitized one-gallon mixing jug and fill partially with warm water. Shake or stir until mix is completely dissolved.
 3. Finish filling gallon jug with cold water and shake or stir until product is thoroughly mixed.
 4. Pour product into Frazil machine or refrigerate after mixing.

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Mixing: Step by step



Take 1 flavor pouch and the gallon Frazil mixing jug near the sink.



Step 1: pour flavor into jug and fill with water



Step 2: shake



Step 3: Pour into Frazil machine



Each hopper holds 3 gallons. Do not fill past the MAX line



Store a pre-mixed gallon in the cooler for faster refill recovery time

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WAM

FOCUSED PROGRAMS • PROVEN RESULTS



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*Every effort made to avoid typographical errors, but we reserve the right to add or amend.
All prices and weights are subject to manufacturers' price changes and market conditions.*