



Dispensing Solutions

Simple Operation. Endless Opportunities



THE INVENT OF NACHOS

Okay... we may have not “invented” nachos, but we **DID** invent the **1st Bag-in-Box Technology** and the **hot cheese sauce dispenser**. Changing the nacho game **FOREVERMORE**.



- We are **market leaders in dispensed cheese sauces** and patented, hot cheese sauce dispensers. All Made in the USA!
- The hassle free Gehl's dispenser provide **easy loading, fast heating & optimal serving temperature**.
- Sauces are dispensed from an air-tight pouch, designed to seal in **freshness** and keep contaminants out.

Gehl's Nacho Tortilla Chips

Gehl's Tortilla Chips are a perfect carrier for our creamy cheese sauces. These crispy, crunchy, gluten-free chips are great for those cheese “Super Fans” who layer, dip or dunk.

Our 3 oz tortilla chip bags:

- Provide a single, fresh serving of nachos with less breakage and waste
- Two tray options: plastic “clam shells” or paper trays for serving
- Chip racks are free with use of Gehl's Tortilla Chips (3-tier side rack & top mount rack available)

Options:

- G05501: Tortilla Chips with paper trays 36 / 3 oz bags per case



Gehl's 2.0

\$149



- On-trend flavors to help UPSELL snack items and to create a snacking hotspot!
- Smaller sauce package (only 60 oz!) for fast product turns, fresh flavor and less waste
- Patented technology for faster heating & optimal serving temperature
- Uses minimal counter space – 5.25"W – to offer multiple flavors
- Uses 60% less energy than competitive cheese dispenser



National Association of Convenience Stores

2015 #1 Cool New Product

Visitors scanned more than 290,000 products (1,200 products total) over 4 days, the Gehl's 2.0 dispenser was chosen as the #1 top new product

Gehl's 2.0 Program



- First case of product FREE
- Comprehensive 3-year Service Plan
- Unmatched Customer Service
- FREE point-of-sale
- FREE parts for life of the dispenser
- Optional FREE Chip Rack

Trade-In Program

Replace your 3+ year old dispenser with a new one for **only \$99**

Trade-In dispensers are not eligible for the free case of product or chip rack and cannot be combined with any other offer



Selling Made Easy

With Gehl's FREE Point of Sale Available at www.Gehls.com/POS

81% Of consumers say they like to put cheese sauce on items like fries, chips, pretzels, burgers and tacos.

Shelf Talkers

Great to put in the chip aisle, on registers and beyond!



Poster & Window Cling

These 12 x 18" large-format pieces promote cheese sales all over your store.



Sneeze Guard Cling

Put next to your roller grill, on the fridge doors, windows and more!



Return on Your Investment

Gehl's provides **1 free case of product** with a 2.0 or HT2 Single, and **2 free cases of product** with a HT2 Dual dispenser.

	Gehl's 2.0	HT2 Dual
Lease Fee	\$249	\$250
Your Free Product	1 case 6/60	2 cases 4/80
# of 3 oz Sauce Servings	120	213
Est. Cost Chips w/Tray	\$.80	\$.80
Average Nacho Sell Price	\$2.49	\$2.49 (Cheese & Chili)
Profit per Serving	\$1.69	\$1.69
Profit on FREE Servings	\$203	\$360
Profit after Lease Fee	-\$46	\$110

** Estimated Pricing Only



Profit Projections

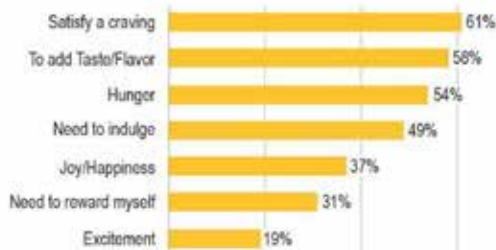
Turn 2 feet of counter space into a profitable snacking destination with Gehl's Dispensers, Sauces and Chips!

Profit Projections	2.0 w/ 6/60 oz. Sauce	Single w/ 4/140 oz. Sauce	Dual w/ 4/80 oz. Sauce
Average Sauce Cost Per Serving (3 oz.)	\$.34	\$.30	\$.50 (2 oz. Cheese & 2 oz. Chili)
Est. Cost Chips w/Tray	\$.80	\$.80	\$.80
Total Cost - Food & Packaging	\$1.14	\$1.10	\$1.30
Average Nacho Sell Price	\$2.49	\$2.49	\$2.49 (Cheese & Chili)
Profit per Serving	\$1.35	\$1.39	\$1.19
Annual Servings (based on minimum recommended servings per week)	28X52 =1,456	67X52 = 3,484	37X52 =1,924
Annual Profit	\$1,966	\$4,843	\$2,290

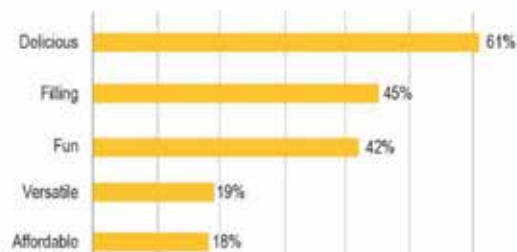
The Gehl's Cheese Consumer



What drives consumers to order hot cheese sauce on top of a food item?



What comes to mind when consumers think about Gehl's Cheese Sauce?



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Gehl's





Gehl's 2.0 Sauces

6/60 oz bags with disposable valves – Exclusive to the Gehl's 2.0



Sharp Cheddar

Item #: 68784

A bold and creamy cheddar cheese sauce with just the right sharpness



Jalapeno

Item #: 68800

This beloved classic blends jalapeno peppers and cheese for a touch of heat that satisfies the widest range of taste buds



Chili

Item #: 68789

This thick chili sauce is flavored with beef, tomatoes and a kick of spice making it a perfect partner for any of our delicious cheese sauces



Contact your Food Service Specialist for more information!

Ooey-Gooey Goodness

Cheese & Chili Sauces

Gehl's HT2 Dual Sauces

4/80 oz bags with disposable valves



Jalapeno

Item #: 68785

This beloved classic blends jalapeno peppers and cheese for a touch of heat that satisfies the widest range of taste buds



Sharp Cheddar

Item #: 68786

A bold and creamy cheddar cheese sauce with just the right sharpness



Chili

Item #: 68788

This thick chili sauce is flavored with beef, tomatoes and a kick of spice making it a perfect partner for any of our delicious cheese sauces



Gehl's





Description	Size	MGC #
GEHLS TORTILLA CHIPS WITH TRAY 	30 / 3 OZ	#70507
GEHLS NACHO CHEESE SAUCE CUP 	6/ 4 CT	#68798
GEHLS CHEESE SAUCE FOR 2.0 DISPENSER 	6/ 60 OZ	#68784
GEHLS CHILI FOR 2.0 DISPENSER 	6/ 60 OZ	#68789
GEHLS BEER CHEESE SAUCE 2.0 DISPENSER 	6/ 60 OZ	#68790
GEHLS JALAPENO CHEESE SAUCE FOR 2.0 DISPENSER 	6/ 60 OZ	#68800
GEHLS JALAPENO CHEESE ORIGINAL SIZE 	4/ 80 OZ	#68785
GEHLS SHARP CHEDDAR CHEESE ORIGINAL 	4/ 80 OZ	#68786
GEHLS CHILI ORIGINAL SIZE 	4/ 80 OZ	#68788



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A COMPANY YOU CAN COUNT ON

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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.*