

How long will it take to pay for one of these? Less than a month!

Profits are hard enough to come by in any business, but with King Edward you may just have found a short cut to financial success.

You'll know how much foodstuff costs – but do you know how much profit your equipment can make you?

Check the profitability guidelines overleaf and you'll see that your customers could pay for the claret oven shown above in less than **20 days** – and that's a conservative estimate!

We have oven capacities ranging from 24 to 100 potatoes an hour. Depending on your type of trade and the number of hours you serve hot food we have an oven to suit. Call us for details of your nearest King Edward stockist.



**Think Potatoes. Think Profits. Think ..**



# Costs & Profitability guide

Potato & topping cost guide					
	Cost £	With Tuna	With Cheese	With Beans	With Chilli
Potato	0.11	✓	✓	✓	✓
Butter	0.07	✓	✓	✓	✓
Mayo	0.13	✓			
Garnish	0.10	✓	✓	✓	✓
Beans	0.05			✓	
Tuna	0.36	✓			
Cheese	0.49		✓		
Chilli	0.50				✓
Cost £		0.77	0.77	0.33	0.78
Ave sell price £		2.50	2.25	2.25	2.50
Gross Profit £		1.73	1.48	1.92	1.72
Ave GP		£1.71			
Energy costs		1p per potato			
Ave net PROFIT per potato		£1.70			

The following costs are taken from a cross section of trade sources. A conservative approach has been deliberately taken to allow for regional variations and seasonal price changes. Estimates for energy costs (based on 6.2p per unit) are purely shown for guideline purposes and must be assessed locally.

Profit guide At £1.70 each how much do you make in a period?				
Potatoes per day	Day	Week	Month	Year
24	£40.80	£204	£884	£10,608
50	£85	£425	£1,842	£22,100
55	£93.50	£468	£2,026	£24,310
100	£170	£850	£3,683	£44,200

**King Edward**, Porthouse Industrial Estate, Bromyard, Herefordshire, HR7 4NS

Tel: (+44) 01885 489200

Fax: (+44) 01885 483601

Email: [oven@kingedward.co.uk](mailto:oven@kingedward.co.uk)

Website: [www.kingedward.co.uk](http://www.kingedward.co.uk)