



# **GOURMET SLUSH PROGRAM**

*A complete Gourmet Slush offering designed for  
Convenience Stores and Food Service Locations.*



# A COMPLETE GOURMET ICE BEVERAGE OFFERING DESIGNED FOR INDEPENDENT STORES AND FOOD SERVICE LOCATIONS



- HIGH-PERFORMANCE GRAPHICS
- BRANDED IMAGE
- CUSTOMIZABLE PACKAGES
- PROMOTIONAL SUPPORT PROGRAMS
- TRAINING, SERVICE AND DELIVERY
- HIGH MARGINS
- DESTINATION DRIVE SALES
- INCREASED IMPULSIVE SALES

## FAMILY OF PRODUCTS

The Penguin Ice Family of products have been formulated to meet all of the current and exacting standards required by the C-Store segment today, to facilitate an extremely profitable frozen beverage program.

## TURN-KEY PROGRAM

The Penguin Ice Program provides a turn-key marketing program for all operators with colorful POS materials catered to fulfill each operator's merchandising needs.

## BRANDED CUP PROGRAM

Our branded cups are available in 2 sizes: 12oz and 20 oz, with one lid size, and bar codes on each cup.



# POINT OF SALE ITEMS



888848 Background Wall Graphic (4'x4')



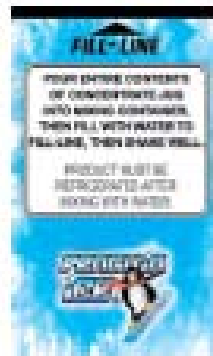
888861 Pole Sign (24" x 48")



888807 Menu Decal

## FAMILY OF PRODUCTS

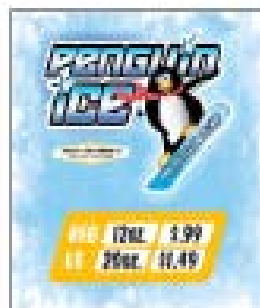
We offer a complete line of Point of Sale to help you promote Penguin Ice, increase visibility, and create a destination experience that will bring your customers back day in and day out. Below is a sample of items available.



888801 Mixing Jug Decal



888805 Bowl Decal (3.5" x 3.5")



888803 Cup Rack Sign



888810 Push Decal



888811 Pull Decal



888863 Euro Curve with Circle Logo (4')



888808 Light Panel (11.75" x 3")

**SCHEDULE YOUR SITE SURVEY TODAY**

877-249-5965

[www.PenguinIceUSA.com](http://www.PenguinIceUSA.com)



888890 'Proudly Serving' Banner (6' x 2' Vinyl)



## **Equipment Purchase Program**

**\$2,595.00**

With the purchase of a machine, you will receive:

8 cases of product	FREE
10 sleeves of 12oz. Cups	FREE
10 sleeves of 20oz. Cups	FREE
10 sleeves of lids	FREE
2 mixing jugs	FREE
1 cup rack	FREE

Free product has a \$2238.72 retail value at \$1.59 suggested retail.  
With free product off setting the machine cost, the balance would only be  
\$356.28

