

Sorry that I can't be there to shave a Little Ice and Pour Syrup, but this is how I learned to pour and this is how I teach my staff.

"First get the Money".

Then Fill the cup with ice (remember to keep the blades sharp-change monthly-and fill the cup by keeping it 6" or so away from the chute opening. Then take your 40z funnel and catch ice and place it on top. Grab your Snow Wizard flavor invert the bottle and count "onethousand and one, and onethousand and two, and onethousand and three, and stop." that's three ounces in an 8 ounce cup.

I suggest that you grab your measuring cup and a quart of Plain simple syrup and pour it using the above method. Practice until your pour is exactly 3oz for the 8oz cup. Remember, the flavors and colors will migrate down to the bottom. The rule is the bottle is at the near vertical to get the force of flow. Finish with a flair and practice saying "thank you."

Both the "pour" and the "thank you" are important. The Flavors from SW will bring the back...your heavy handed pour and thank you create a relationship.

Best of all Days
Gregg

By the way: put a POKEMON flavor on your menu. I'm using Blue Eagle as my Pokemon flavor. If you haven't tried SW blue Eagle...You're missing sales to young boys and as POKEMON you're riding the wave of the current conversation among kids.

The eight ounce snowball with 'crown' gets 3oz., the 16 gets 5oz.

I charge by the event...and it is always as much as I can get.

PS. When I mix my flavors it is always, always 5oz of SW concentrate per gallon, I always-always use preservative, I date my gallons on the day of mixing and discard after 30 days. I have yet to discard a flavor because of date. I also change my blades on the last Friday of the month and recycle the old plastic pouring bottles on the last Friday of each active month thereby starting the new month with fresh blades and bottles. Cheap insurance for high quality.

Here is are special flavor : ocean mist

use 2 ounces of snowizard lemon lime
2 ounces of pina colada
1 ounce of coconut
this is to 1 gallon of simple syrup

We have owned a snoball trailer for 3 years now. We mostly do events

such as the Beach to Bay Run,U.S. Windsurfing Open,& Power Boat Races. We also sell snoballs after school for the P T A. As a donation and to help a good organization. We cut our flavor menu down to 7 flavors,all in the top ten selling list from Snowizard. This eliminates people from asking "What does Tropical Jungle taste like?".WE serve only one size cup,& it is a 16 oz. cup with a 8 oz top on it. We sell this snoball for \$2.00.This makes making change simple. We fill the cup with ice and pour flavor on it . We then place a top on it using a 8oz Rubbermaid cup. Like the ones you use for left overs that you put in the refridgerator.We also roll our napkins around our spoons with a rubber band before we leave home. This saves us conserable time when it is really busy. Our bussiness is a family business run by myself, my wife, and our two daughters ages 12& 8.

We really enjoy going to the different events and meeting people from

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all around. I hope that this will give some of you some new ideas and possibly help you in running your snoball bussiness.

THE VELVET ELVIS (1 Quart Size)
3/4 oz. Dreamsicle
1/2 oz. Tiger's Blood
7 oz. Pet Milk
and the rest is simple syrup

plan to use non-dairy creamer with sugar. I have yet to work on the mix to give you the best proportions, but, the most important thing is to **AVOID** all Carnation or Nestle products. Nestle now owns the Eagle and Carnation brand names. They do not taste the same. I have found them to be considerably inferior. I plan to use Sam's Club/Wal-Mart brand "creamer". Why? I use it in my coffee and it is consistent. I have tried all of the name brands out there. This is the best-go figure.

I will have a category that is titled: Cremey Delights. I plan to charge at least .25 more for a small, .50 for medium and .75 for large. Flavors like: Strawberries and Creme, Coconut Custard Creme, etc.

We have also found that by charging in even "quarters" it makes it a lot easier for our workers to make change, etc. Also, your new flavor may be a hit and become a regular seller. Our Chocolate Cream costs us probably twice as much as a regular flavor, but we don't charge more. We don't charge extra for rainbows or for more syrup. We do charge \$.25 more for creams than regular flavors. Good luck.

1. Measurements for the simple syrups - what is the best sugar to water ratio? I have used a 50/50 (5 lbs sugar:5 pints water) and thought it to be thin because it flowed so quickly from the pour spouts. There was also mention of a heavy syrup. What is the ratio and is it worth the additional expense and how does it effect the serving measurements
2. What would the count method be for adding flavors to the 16 & 20oz cups and the number of ounces used for the same cup sizes. Also when cremes are added - how does that effect the other measurements?
3. I also saw a bottle of thickner? Why would you use it?

I have every kind of sour including SuperSour, a combination of all the sours. They all get cream on them. I must admit I spoil them. We use one can of Condensed milk (Walmart brand) to 2 cans of evaporated milk (Walmart brand). I mix it in a blender. We fill our cups half full of ice, flavor, cream, ice, flavor, cream, top on (funnel from dollar store), flavor and more cream. (I'm get 50 cents for cream this year.) Most of the people want so much syrup that it runs over the sides. This year I'm also going to offer toppings like crushed Oreos, etc (for 25 cents). I don't have soft serve ice cream but one of the best sellers for me is our Homemade

Ice Cream flavor - vanilla and cream. This is popular especially with the men. We also have Sno Cream which is the same thing

Lots of Moms ask for no tops on the SnoBall so last year I offered a SnoSlush. I put it in the next size larger cup. For a 12 oz. SnoBall I put it in the 16 oz. cup. This way they get the same amount of ice and more syrup. I charge the same price. It was confusing for a while but we sold lots of them. I should have called it a Flat Top SnoBall. My repeat customers like lots of extra syrup so they loved it. On Thursdays I made it a \$1.00 SnoSlush day (for the 20 oz.) This year I am going to try a SnoFizz. This will be like the slush (with no top) but will have either Sprite or Gingerale in it. This may be a "bomber" but I like it myself especially the Blue Coconut. (Tastes like the Ocean Water from the Sonic)

Last year, in addition to the SnoBalls, we used the SnoWizard flavors to make Italian sodas. This went over really well. Add flavoring to Club Soda and ice. Adding half and half makes this especially rich. Top with whipped cream. People love it. Almost sold as many of these as we did the SnoBalls. Adults seemed to like it more

They love the taste of the Sno Lite. I got so used to it that the real stuff tasted funny. I use fat free cream with it and fat free whipped cream. I started doing "Sno Fluffs" using Ice and flavor in half the cup, then a layer of some kind of unsweetened fruit (canned crushed pineapple and frozen unsweetened strawberries), a layer of whipped cream and repeat the layers. They love it especially using Banana Split flavor.

Like most trailers I am trying to use all available space. I also do not have a lot of space for my servers. What I did was go to my local restaurant supply house and buy what is called a speed rail. Bartenders use them to store liquor bottles in. It is a long stainless steel box type tray. They come in most any length you want. You can stack them up one over the other or lay them end to end. Mine are mounted one over the other on the wall above the sink.

I have a Swan block shaver. We purchase an 8x10 block and chop it in half with an ice pick. It is standard practice to do so. You'll just need to find out what type of block best fits into your machine. We experimented with several before determining which works best. Also beware the term "snocones" refers to a crunchy ice product "shaved ice" is the proper terms for the fluffy stuff that rivals real snow. They are two different products which use different type machines

We make our simple syrup by the 5 gallon jugs. We pour 25# bag of sugar into the 5 gallon jug and add 1 ounce of Citric Acid and our preservative.

This keeps our syrup form going bad. Don't want to make anyone sick. We then fill the jug with hot water. We don't cook our sugar water. I have tried it and I could taste no difference. Also the cooking is to time consuming. I'd rather spend that extra time selling more product. We use soft serve ice cream mix to make our cream flavors. Contact your local dairy about pricing

For orchid cream vanilla I use 1 oz SnowWizard Vanilla, 5 oz of evaporated milk, 5 drops blue food coloring and 2 drops red food coloring. It turns out to be a nice orchid color

I use a blender to mix my cream and use two cans evaporated to one can condensed. I might get by with three cans evaporated to one can condensed but I decided it would be better to come out even on the cream and not run anyone off because of it.

I make these on the Snoball and I layer my ice, flavor and cream in the cup with cream on top. When I say "bit of " I just sprinkle it between layers and on top.

Junior Mint - Chocolate, bit of peppermint, layered with either regular cream or chocolate cream.

Reese's Cup - Chocolate, squirt of chocolate syrup, scoop of creamy peanut butter and chocolate cream. You can use the peanut butter flavor - my customers don't like it)

Almond Joy - Chocolate, Clear Coconut, bit of almond, layered with regular or chocolate cream

Snickers - Chocolate, praline, caramel, chocolate cream with cream, caramel and crushed nuts on top. I use caramel ice cream topping but SnowWizard has a caramel flavor. I haven't tried it yet.

Peppermint Candy - Peppermint with top striped with Tutti Fruitti or layer Peppermint and Tutti Fruitti in cup and stripe the top.

Tootsie Roll - Chocolate and layered cream

Jolly Ranch Sours - Make these in gallons - 4 oz. fruit flavor with 4 to 5 oz citric acid per gallon of sugar syrup.

Fudgsickle - Chocolate, bit of vanilla and layer with chocolate syrup and chocolate cream.

Cherries Jubilee - Cherry Amaretto Cheesecake, layered with chocolate syrup and cream. Top with whipped cream and a cherry. (Cherry

Amaretto Cheesecake - 3 1/2 oz. Creole Cream Cheese, 1/2 oz, Cherry and 1/2 oz Almond to gallon of sugar syrup.

What I might suggest is to go to walmart and get plastic containers that you store bread in and freeze your own. That is what I have started doing. The containers cost almost five dollars and they are working great for me.

Here is a cheap and inexpensive way to freeze ice. I went to the local butcher and asked if he would rent freezer space. Not only was he more than happy to do it, he also supplied racks to put my stainless steel pans on and water at no additional cost. He charges 60.00 a

month for use of his freezer that will freeze all 56 pans in less than 24 hours. His freezer temp is about 15 below zero. So go look around town for places to rent freezer space

Sounds like you have a good buildup of mineral deposits on your cutter. Here's what you need to do.

You will need to purchase a "lime" remover from your local hardware store. The same product is sold in many drug stores as well and is sold under the name of "Lime Away" or other similar names.

First you should remove the 3 blades and 3 fins from the cutter. Follow the instructions on the lime remover. Some products are used full strength and other need to be diluted with water. This product will remove all of the buildup from your metal surfaces on the cutter, fins and blades. You may need to use a medium stiffness plastic brush to get into the corners or crevices of the cutter if needed. Thoroughly rinse all of the parts with water when done. Blow the water out of the screw holes on the cutter and fill the holes with foodservice grease. Reassemble the cutter and work the screws back and forth in the holes to spread the grease through the threads. Reset the blades and you are ready to go.

You should do this at least once a year and preferably at the end of your season or when you close down for the winter. Your machine will then be ready for the next season.

Eagle brand or any other brand condensed milk is used as a "topping" on snoballs. It is best dispensed from a plastic squeeze bottle like the Rubbermaid quart containers with the screw lid and flip top cap. These can be found in most supermarkets. The large screw cap allows for easy filling and the flip top allows for easy dispensing. Condensed milk is poured directly on top of the finished snoball as a topping. It can be put on any flavor but is especially delicious when put on cream flavors. You should charge between .40 and .50 cents for this topping. That's right, condensed milk is not cheap.

Evaporated milk is used to make "cream flavors." Cream flavors are your regular snoball flavors with "evaporated milk" or "vanilla ice milk mix" added. To make one gallon of say, "Peach Cream" or "Peaches and Cream",

add

4 ounces of Peach concentrate to a gallon jug, 24 ounces of evaporated milk or vanilla ice milk mix, and fill the gallon with simple syrup. Shake well.

Cream flavors must be refrigerated and will last as long as the expiration date on the milk.

So what is "vanilla ice milk mix." This is the same product that is poured into soft-serve ice cream machines. It can be purchased from your local milk distributor and I have also seen it for sale in some supermarkets and Super Wallmarts. Vanilla ice milk mix makes a better cream flavor. It gives the cream flavors a richer, creamier taste than does evaporated milk, at 1/3 the price.

Some snoball operators do not premix their cream flavors, they simple pour the evaporated milk onto the finished snoball from a serving bottle. Some like the convenience of this, and others simple do not have the refrigeration space to keep all of their cream flavors. But for the best cream flavored snoballs, premix your cream flavors and use vanilla ice milk mix.

Soft-serve ice cream is a great addition to any snoball shop. Soft-serve ice cream can be sold in cones and cups, and can also be used as a topping on any snoball. The usual charge for an Ice Cream Topping on a snoball is .40 to .50 cents. Three good swirls of ice cream is a good serving. You can also use the ice cream to promote sales, such as a free ice cream topping on all large snoball for the day.

If you don't already have a soft-serve machine, I recommend that you purchase a used machine and not a new one. New counter-top model machines start out at about \$4500.00. Ouch!!! Check the classified ads in your local paper and look for a used machine. I recommend the following brands: Coldelite, Taylor and Electro Freeze.

These machines, when properly maintained, will give a lifetime of use with minimal maintenance. There are some parts that will need to be changed after several years of use, but this is normal. The parts are usually rubber

seals, and the scraper blade.

When you find a used machine for sale, you want to make certain that you see it in operation. Never buy a machine that has been sitting up unless the owner is willing to put it in operation to show you that it is working properly.

Next, check the ice cream to see that the machine makes firm ice cream. A cone with ice cream should be able to be turned upside down without the ice cream falling off.

Have the owner give you a WRITTEN 30 day money back guarantee. If anything goes wrong with the machine, you will have some recourse. If he is not willing to give you a warranty, there may be something that he is not telling you about the machine that you need to be aware of.

A good used counter top, single flavor, fan-cooled soft-serve machine can be found for \$1200.00 to \$1500.00. They can even be higher depending on the model and capacity of the unit. That's a big savings over the cost of a new machine.

There are large floor model machines which can produce high volume ice cream, but these are generally not needed for the average snoball shoppe. Two flavor machines also cost more than single flavor machines. The high-capacity floor model machines are generally water-cooled, which means that water is constantly running through the machine to cool the unit. The best bet for the average snoball shoppe is a counter-top, fan cooled machine with one flavor. Bigger shoppes might consider a 2 flavor counter top machine.

My Monster mash is 2 oz. Popeye, 2 oz. Cherry, 2 ounces Blue Buble gum and 5 oz. Citric acid to a gallon of syrup It makes a black color with a greenish tint. Really uky... but my little customers love it. Especially with a gummy work sticking out of it. (Moms aren't too happy when they see the black color.) Earlier in the messages someone had another recipe for their Monster mash. Mine was a Halloween flavor that the kids asked me to add to my regular one. I also had Dishwater punch and Sewer Soup. I have a regular one we call Magic Potion

I have a mobil trailer and only serve 2 sizes - I serve them in an 8oz. squat foam cup (with snowball on top) for \$1.50 and I have a 16oz. squat foam cup (with snowball on top) for \$2.50. When I go to special events,

I

use the fancy clear plastic parfait glasses and sell them for the same prices. Although the small one is a 9oz. and the large one is a 16oz.

We charge according to our cost to enter an event. For an entrance fee \$150.00 or more we charge \$2.00 for a 12oz, \$3.00 for a 16oz and \$4.00 for a 32oz. At large events we don't carry an 8oz sno-ball. We have never had any problems with are asking price. Remember at festivals you are competing with other food vendors. At smaller events such as auctions, flea markets and such we charge .75 for a 8oz, \$1.00 for a 12oz, \$2.00 for a 16oz and \$3.00 for a 32oz. Hope this helps

We charge 8 oz - .95 12 oz - 1.20 16 oz 1.45 20 oz 1.70
Then 25 cents more for cream and 25 cents more for strawberries

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Then 25 cents more for cream and 25 cents more for strawberries.
This is at a local permanent stand. What is everyones volume per day at permanent stands? Ours right now is running about 350 snocones a day.

make the Cookies-on-a-stick. I started doing them about 20 years ago. All that time I've been doing them for people for school parties and for years the holidays was the only time I did them. They are just plain sugar cookies. I lay them on a wet popcycle stick and bake them and then decorate them with buttercream icing. (I have a cake shop too) I never expected them to go over at the sno shop like they have. I just this week opened my Sno shop and I have birthday cakes and a wedding cake but after today with the sno I have decided to give up the cakes for the summer. If anyone wants the cookie recipe I will post it.

I'll tell you what we do. We only offer 16-oz. Italian sodas. We use clear cups because when you make them, they are pretty to see. Fill the 16-oz cup 3/4 full with ice cubes. Add 2 oz. of syrup of choice. Fill with club soda. Blend. Top with whipped cream.

The soda has to be fresh and fizzy, otherwise the drink is a bomb.

An "amalfi" is an Italian soda (as above) with 1 oz. of Half & Half floated on top.

A "cremosa" is an Italian soda (as above) with 1 oz. of Half & Half blended in.

When you add the cream, especially on the darker syrups, it is a very pretty drink. I sell lots of creamed sodas. And, of course, I use the SnoWizard flavors. It is something that can be easily integrated in with the snoballs. I haven't tried it, but I'm sure you could use the same cream

concoction you use for your snoballs. For holidays (ie., Fourth of July,) we might stand a small flag in the whipped cream. Sometimes we put a cherry on top, or a fresh strawberry, or whatever other fresh fruit is in season and not too expensive.

Hope this helps. These are quite refreshing drinks. Last year I charged \$1.50 for a plain Italian soda without cream.

\$2.00 for a creamed Italian soda.

All 16-oz cups

I am so sorry. I forgot for a moment that this was a shave ice board. :) It would only be natural for everyone to think I meant using the shave ice to make the drink. But no, not shave ice or crushed ice. Regular cubes. I didn't make that clear. It is made with ice cubes. I suppose you could use shave ice and make an icee or slushee, but the Italian soda is made with ice cubes. I wouldn't recommend using the big cubes, but the smaller tubular (a little hollow in the middle) ones. It makes a big difference. If you're from the city, they'll sometimes call it "gourmet ice cubes," and the ones that are used most often in alcoholic drinks. But I would never use the big big cubes. It's like margaritas. If you use big clunkie ice, they aren't worth drinking. Changes the whole drink. But these smaller hollow tubes make an exquisite margarita, I think even better than crushed.

Anyway, I hope I made it a little clearer. I should have mentioned it.

Last year I charged \$1.50 for a plain Italian soda, \$2.00 for cream added. But this year I'm thinking of maybe changing the prices to \$1.75 and \$2.50. Not sure yet. I only use a 16-oz clear cup.

Strawberries is our best flavor. We call it Strawberry shortcake or berries in the snow. It is ice, strawberry syrup, strawberries, cream and then the top ice, more syrup and more cream. We use frozen strawberries from Sysco and drain them and then add some strawberry syrup over the top to keep fresh. It is our best seller by far. We are famous for them around here.

i only carry 16 flavors out of a portable stand, and only do 2 sizes 8 oz \$1.50 16 oz \$2.50. i carry no toppings and no creams health regulations would be a pain. but even with only 16 flavors (all of which are from SW top 20) they still cant make up thier minds.

Cookies On A Stick

2 sticks butter or margarine

1 ½ cups sugar
3 eggs
2 ½ tsp. baking powder
5 cups flour
Craft sticks

Cream butter and sugar, add eggs one at a time. Mix together flour and baking powder, add to egg mixture. Put craft sticks (popsicle sticks) in cup of water. Roll out dough, cut out cookies. Lay wet stick on lightly greased cookie sheet and put cookie on top half of stick. Bake at 350 for 10 to 12 minutes until cookie is light brown.

Snow-white Buttercream Frosting

2/3 cup water(or milk)
1 (2 lb.) bag powdered sugar
1 ½ cups Crisco
1 tsp clear vanilla
½ tsp. butter flavoring
½ tsp. almond flavoring (optional)

Mix powdered sugar and liquid, add flavoring. (If very thick add more liquid a tsp at a time) Add Crisco (Do not use another shortening.) Beat on high until icing is light and fluffy. This icing can vary in texture depending on the powdered sugar. If it will not get light and fluffy, add a little more liquid and/or Crisco. The cheapest store brand powdered sugar makes the best icing. I charge 75 cents each for the cookie and you can only put one cookie on each stick

I was not selling my blue hawian flavor and so I started calling it blue pokemon and it's selling like hot cakes now also my passion fruit wasn't selling so I call it red pokemon and it is selling now. my praline isn't selling so I'm going to try and call it pooh bear and see if this moves it.

Copykat recipes.

Sonic Cherry Limeade -
1 12 oz. can of Sprite
2 tbsp. cherry syrup
1/3 of a lime

In a tall cup add the Cherry syrup, squeeze lime and put into the cup. Spur in Sprite and add ice. (optional- add a cherry)

I make cherry limeade and cherry lemonade in my concession stand. I fill a 16 oz.

cup with crushed ice, a small scoop of sugar)depending how sweet they want it). . Squeeze the juice of half a large lime or lemon in. Fill the cup with water to bout 1/2 inch from the top. Then cover and shake it good. Then add the squeezed lemon or lime shell, a maraschino cherry, Pour cherry snowcone syrup over the top to fill the cup. You dont have to stir it in. It will filter down . Make a few, taste them to judge how much sugar and cherry syrup to use.

we had two large ice chest last year which held 16 large blocks each and that wasnt enough. We set up at flea markets doing about 600 or more snow cones a day, so we put a large freezr in our trailer plus take the two ice chest and thinking we need two more. The snow wiz ice shaver is the best by far. We had an Echols which no one likes the crushed ice. They want shaved ice. In fact this year, we added another snow wiz shaver to our stand so that we have two going at the same time to keep the waiting line down.

In reference to a sno blend I make what I call a sno-shake but it is different from snowizard. I take real friut (frozen) let's say strawberry that's the most popular, put vanilla ice cream and then i put strawberry flavoring. Put it all in the blender and blend. I make mine thick and I sell the 20 oz. for \$3.50 each. This is one of my great sellers. I started by making some and having people try it as t hey came up. I make pineapple, peach, banana-strawberry, cherry-strawberry, cherry cheesecake, strawberry-cheesecake for just a few. Play with it and see what you can come up with. It really has been great for me. Just make sure you get them to try it and it will take off.

TOP 21 FLAVORS FOR ME

Cherry, Strawberry. Grape, Lemon, Lime, Pina Colada, Banana, Coconut Blue, Coconut White, Cola, Dr. Pepper, Root Beer, Tutti Frutti, Watermelon, Raspberry, Cotton Candy, Bubble Gun, Wedding Cake, Snow Ice Cream, Ice Cream, and Peach

We get Dr. Pepper syrup from the Dr. Pepper bottling company. We buy the syrup in gallon jugs, put some in a gallon jug, add simple syrup, and fill the rest with tap water. You have to play with the combination to get the taste you want. The syrup comes four gallons to the case.

I had no luck with the peanut butter flavor but the kids love the chocolate flavor with real peanut butter (mixed with simple syrup to make it pour easily) and chocolate cream (Hersheys chocolate mixed with my white cream). Make it in layers and advertise Reese's Peanut Butter Cup. They love it. (I got this recipe off this site a couple of weeks ago. - Dennis or Gregg's I think) I had to discontinue it because I have a couple of regular customers who are allergic to peanuts. One

little boy is "deathly" allergic and I was afraid to risk it. Just make sure than everything that touches it is washed afterward even your hands. I also have a customer who is allergic to coconut. I have to be careful with it also. I make rainbow using blue bubblegum in the cup with Bbgum, tuttifruitti and pineapple on top and I have to make sure my help doesn't use Blue coconut instead of Bbgum. These are the only two allergies I have dealt with so far. I knew I could manage the peanut butter but teenage help could not be trusted with such severe allergies.

To make snow ice cream that taste the way our moms used to make it out of real snow when snow was clean and edible: Fill your cup with shaved ice. Add a flavor called SILVER FOX. Then pour your cream mixture over this. Put the snowball on top. Again use silver fox and the cream. Then I like to sprinkle sugar granulars lightly over this. If I want to be colorful, sprinkle colored sugar. I use real ice cream mix mixed with real whole milk for my cream
We make Tiger's Blood using 50% Strawberry and 50% Coconut. As for the Rainbows we use 1/3 Red Raspberry 1/3 Pineapple and 1/3 Blue Raspberry.
The colors turn out nicly when the colors mix

A few easy ones for the experts.

1. Tiger's Blood is a combination of what and what? Cherry and coconut?
2. How do you regulate cash flow if you have multiple stands/ units?
How do you keep employees from stealing considering this is an all cash business?
Obviously you can't be in two places at on time.
3. What is the Velvet Elvis made of?
4. Any ideas for molds for ice blocks? The bread holders from WalMart which I saw suggested before have holes in one end. The other end leaks. any other suggestions? Can't afford block maker yet...
5. What are best combinations for Rainbow?

I have not tried this but i had a person tell me they had. Get a 2 or 3 liter coke bottle and freeze it. Put bottom in toward your blades and start shaving. I buy the gallon of tigers blood and i sell bo-coos of 1/2 tigers blood and 1/2 granny smith sour apple. Try it it's perty good. Try making stuffed snoballs. A scoop of vanilla ice cream on the bottom of ANY flavor and a scoop of ice-cream on the top and put the cone on top of it. I also sell sno-shakes. Thats frozen fruit(strawbery,peach,banana,pineapple,banana-strawberry) vanilla ice cream and the flavor in a blender. I make mine thick. My secret was to make some

and have people sample it . I sell as many of those almost as i do snoballs.
GOOD LUCK!!!!

When filling your cup with snow, overflow the cup so that the level of snow is about an 1-1/2 inches about the rim of the cup. Place your hand over the cup and firmly tap the cup against the bottom of your drip pan or counter. Give it one or two good firm taps. This removes the air from the snow. The snow will now pack down into the cup. Now the level of snow must in the cup must be above the rim of the cup, if not, add additional snow.

Next, fill your funnel with snow. The amount of snow that you put in the funnel will depend upon the size of cup that your are filling. The larger the cup, the more snow. The smaller the cup, the less.

Now invert the funnel and place it on top of the snow in the cup. Press the two together while twisting the funnel. This compresses the snow in the cup and funnel together, and trims the additional snow off of the side of the cup. Now when you pour syrup on the snow, it will stand up without collapsing. You may also want to punch a few holes in the snow with a straw on larger sizes, or on cream flavors, to allow for the syrup to get to the bottom of the cup quicker.

When you pour syrup on the snow, you have to acquire a feel for how much to pour. Try pouring a few different size cups and then wait 30 seconds. Then turn the cup over in a sink to see if the snow is colored to the bottom of the cup. Remember that the snow is absorbent and it takes about thirty seconds for the syrup to work its way to the bottom of the cup.

Velvet Elvis Recipe for 1 gallon of syrup.

2 ounces of Tiger's Blood
2 ounces of Dreamcycle
24 ounces of Evaporated Milk

This recipe may vary between snoball shoppes however a dark red flavor must be used and one that preferably tastes good as a cream flavor.

Rainbow should be made with the 3 primary colors, Red, Blue and Yellow.

Any

flavors will do, however, the darker the flavors are, the better the rainbow effect will be. E.g. Spearmint (green) will produce a better rainbow effect than will Lemon-Lime.

The red and blue should be on the sides with the yellow in the middle. This will produce a rainbow with the following colors:

Red Orange Yellow Green and Blue.

Many snoball businesses charge extra for a Rainbow snoball. 15 to 25 cents.

Old Glory:

use clear cup.
fill cup with ice.
add vanilla cream.
use straw to put holes down side of cup.
pour cherry syrup into sides so it goes down the holes made by the straw.
put more ice on top.
put blueberry syrup on top.

Red and white stripes with blue on top. Charge a bunch

Employee Daily Count Sheet

(Business Name)

Name _____ Location _____ Date _____

Day of week _____ Time In _____ Time out _____

Total hours _____

PROCEDURE:

- 1) Beginning of shift
 - a) Count money. (Make sure you start with \$40.00)
 - b) Count sleeved cups. Fill in line #1 below.
 - c) Counter counter top cups. Fill in line #2 below.
 - d) Add sleeved/counter cups. Fill in line #3 below.
 - 2) End of shift
 - a) Fill in "change count form"
 - b) Count money (leave 1st \$40.00). Fill in lines 13-16.
 - c) Count sleeved cups. Fill in line #4 below.
 - D) Count counter top cups. Fill in line #5 below.
 - e) Add sleeved counter cups. Fill in line #6 below.
 - f) Calculate and fill in remaining lines in order.
 - g) Fill out deposit slip.
-

Small Medium Large X-Large
#per sleeve = (oz) (oz) (oz) (oz)

1. Beginning Sleeve _____
2. Beginning Counter + _____ + _____ + _____ + _____
3. Total Beginning Cups = _____ = _____ = _____ = _____
4. Ending sleeve _____
5. Ending Counter + _____ + _____ + _____ + _____
6. Total Ending Cups = _____ = _____ = _____ = _____
7. Total Cups Used
(line 3-line 6) _____
8. Broken Cups - _____
9. # Cups earning money
(line 7 -line 8) = _____ = _____ = _____ = _____
10. Sales Price/Cup(\$) x _____ x _____ x _____ x _____
11. Earning per size
(line 10 x line 11) = _____ = _____ = _____ = _____
12. Total earnings (add all blanks in line 11) \$ _____
13. Checks \$ _____ . _____ 16. \$ _____
14. Cash (Bills) \$ _____ . _____ 17. Difference \$ _____
(line 12-16)
15. Change \$ _____ . _____
16. Total Sales \$ _____ . _____

If line 17 = \$0.00, you balanced, Good Work!!!
If line 17 = (+), you're under.
If line 17 = (-), you're over.

* This form must be completely filled out and turned in to manager daily!!!!

I have a mobile stand and to get the ice to stand up nice and high and make a good looking snocone we use the thing that goes in a cup when you a making a milkshake. If you turn it over it fits 12oz and 16oz cups then we pack it once or twice depending on how cold the ice is and then turn a funnel upside down on the cup and it makes a beautiful snocone and as we all kno presentation is half the battle. We use 1and 1/2 gallon dispensers with a spigot to put the syrup on.

Carlton, try the EKCO brand (easily found at large grocery chains) the SKU # is 709500610. They cost about \$3.00 for 3. I round the interior and

fill

the spout with Plumbers Epoxy Putty and then reduce the lip to fit my 8oz regular cup and it does well in my 14oz large.

Tip of the week...remember to use incense in your facility to keep the bees and flying insects out. Use a good quality floral scent.

What we use to make our snoball tops are the bubble cup covers -- you know -- the ones that usually are put over slushies, etc. They're round and have a hole in the middle for the straw. We use the large ones for 16-oz cups and the smaller ones for the smaller cones. They work great. Just fill them up with snow, they plop exactly on top of the cup of snow, and if you want a rounder ball on top, just twist them around a bit and voila. They're inexpensive and after a bit of use, just toss them and get a fresh one. Works for us.

We use a ladle. You can buy one at Walmart for about \$1.+, cut the handle off and sit is ready to go. They come in different sizes, but find the right size and you can make 8, 12, & 16 oz snow cones with the same size. Beats a funnel in our business

If you let the ice get too wet it will come out in chunks. Sounds like you need an indoor freezer

Pina Colada

50z SW Pina Colada

10z sw Rum

1/2 Oz SW butter cream

I have three toppings

"Marshmallow, Chocolate and Sweet Cream (I can't have a dairy product on my trailer so I use Carnation French Vanilla for creaming and topping). I always cream my Creamsicle and my 9 Cheesecake flavors (Actually I have cheesecake syrup that I use to wash down any of 9 flavors---I do the same with daiquiri---PS try the Georgia Peach-about an ounce-with Cheesecake and Cream. . .thought I found the Holy Grail when I tasted it.)

Using Sodium Benzoate and Citric Acid

Are you certain that you are preserving your flavors? Recently, it has come to our attention that some customers are using their preservative incorrectly. If the preservative is not properly mixed, then the syrup could begin to go bad in as little as 7 days.

In concentrate form, SnoWizard® brand flavorings will last from 24 to 36 months. However, once the concentrate has been mixed with simple syrup, the

finished syrup then has a shelf life of only 7 to 14 days depending on the individual flavor and also the temperature at which the syrup is kept. With added preservatives, the finished syrup will keep the entire season if properly stored.

Sodium Benzoate is the product that preserves the flavor. Benzoic acid occurs naturally in most berries, in prunes, tea, and in spices like cinnamon, ripe cloves, and anise. Sodium Benzoate is its sodium salt. However, like a two-part epoxy glue, it requires a catalyst to be activated and that is where the citric acid comes into play. The sodium benzoate is useless without it. Certain flavoring concentrates already contain citric acid. Some of these concentrates may contain enough citric acid that when mixed with simple syrup and sodium benzoate, do not require additional citric acid to activate the sodium benzoate. However, the latter case is the exception and most all of the flavors will require that the citric acid be added to the simple syrup along with the sodium benzoate. The following chart shows the amount of citric acid and sodium benzoate to be added to your simple syrup to preserve it.

TO MAKE: WATER SUGAR 1 Gallon
2 Quarts, 16 oz 5# 5 Gallons 3
Gallons, 16 oz 25#10 Gallons 6 Gallons, 32 oz
50#15 Gallons 9 Gallons, 48 oz 75# 20
Gallons 12 Gallons, 64 oz 100#25 Gallons 15
Gallons, 80 oz 125# OPTIONAL CITRIC ACID
___ S. BENZOATE_ 0.25 oz 1 oz 1.25 oz
5 oz 2.5 oz 10 oz 3.75 oz
15 oz 5.00 oz 20 oz 6.25 oz
25 oz

In larger quantities, citric acid can also be used to change the taste of your fruit flavors. Adding $\frac{1}{4}$ to 1 ounce of citric acid to a gallon of mixed flavor will give some zip and zing (tartness) to flavors such as Strawberry, Orange, Mandarin, Tangerine, Pineapple, Lemon-Lime, Lemon, Lime, Hawaiian, Raspberry, Blackberry, Peach and other citrusy flavors. More than one ounce of added citric acid will begin to make the flavors very, very tart. The addition of 5 oz of citric acid per gallon of mixed flavor will create a "sour" taste for the flavor. This effect may be desirable in the making of sour flavors such as "Sour Grape", "Sour Cherry", "Sour Lemon", etc.

You can make a flavor sour by adding extra citric acid. About 5 oz. of citric acid per gallon will make a super sour flavor. Try it with Grape, Cherry, Lemon, & Granny Smith Apple

This year when customer buys first sno-cone we issue them a card that says buy 9 sno-cones get the 10th free. Everytime they come we stamp card...and 10th is free. I bought CRAYOLA brand stamp markers...they work great!!! Customers think it's cool...and we keep 'em coming back

We really enjoy doing the festivals, but would like to be open more often. We too bring in a lot of money in one day doing special events. I make more selling sno-balls at festivals on the weekends, then I make at work. Crazy isn't it! Who would ever think that would be possible. We been set-up for the last two weeks in front of the Ames department store. I hear they would like us there everyday. I just might take them up on that.

I've been using a mix, and would prefer to use fresh lemons. Could you clarify? Is this one lemon per cup? Fill a what? 16-oz cup? Thanks. We are making strawberry lemonades, and they are one of our hottest sellers. I just put some fresh strawberries in my blender/chopper/Cuisinart, add a little sugar, and then add 2 teaspoonfuls to the 16-oz lemonade, shake it up. People are going nuts for them. I have to admit, they are good. Would be much better with fresh lemons

Always temper your ice before you shave it. Most freezers will keep ice at 10 degreesF or colder. However, ice shaves best if it is between 25 degrees to 30 degreesF. To temper (warm up) the ice you should remove it from the freezer thirty minutes to an hour before it is shaved. Tempered ice produces the best snow and will extend the life of your blades and machine. (Snow that is too cold is too dry to stick together and disintegrate when your pour flavor.) Most people use a large picnic cooler to temper their ice. The ice is removed from the freezer and placed in the cooler, with the lid open, until the ice starts to melt or shine (sweats). Once the ice starts to shine you can close the cooler lid and hold the temperature until the ice is needed. As the ice in the cooler is used you should replace it with more ice from the freezer so you will always have tempered ice available

pink lemonade is just lemonade with 8 drops of cherry extract.... also...we have HOMEMADE VANILLA ICE CREAM...which is ice cream & vanilla (3 oz ice cream/1 oz vanilla)..... you can do 3/1 strawberry banana....and 3/1 cherry vanilla...i make this in sno-lite and it sells like crazy

We also have another new one we call Sea Breeze that is doing good. It is 2 oz. Blue Coconut and 2 oz. Peppermint to a gallon of syrup.. It has a really cool flavor. The Ocean Mist is 2 oz. Pina Colada, 1 oz. clear coconut. and 2 oz. Lemon-Lime to a gallon of syrup

How do you store ice for the events when you travel? We have a permanent stand and use about 35-40 blocks a day which makes about \$400-\$600 worth of snocones. How do you store enough at events if you're making \$2000

I bought four 150 quart Igloo coolers at Costco. They cost about \$50.00 each. I use a round plastic food-approved plastic tub for making ice. The block is about 7 lbs. I get about 10 shave ices per tub and the coolers hold 20 blocks just right. This gives me about 200 servings per cooler, thus 800 servings for four coolers. The ice holds at least 2 or 3 days in the cooler. I've tested ice at 5 days and still get usable ice but only about 6 or 7 servings per block when it's been in the cooler that long

Peach Chill

2 oz. Georgia Peach

2 oz. Ice Cream

1 oz. Almond

(to a gallon of sugar syrup.)

We layer Peach Chill and cream in cup and on top. It is really good with fresh peaches between layers

In Hawaii they use one scoop of hard ice cream in the bottom of the cup and add \$1.00 to the price. I've tried it at home and it tastes great. The ice cream melts a bit by the time you get to it and the flavoring on the ice melts into the ice cream.

As a test last week I bought a gallon of ice cream at Costco. Their store brand is pretty creamy and it's \$6.99/gallon. I scooped the entire gallon and got about 30 good-sized scoops out of it. \$6.99 cost and \$30.00 retail gives you a little better than an 80% profit margin so it's roughly in the range of the profit on a regular shave ice. It might be a little less margin but you are trading up the sale nicely by adding \$1.00 to your sell price. I base the sell price on the \$3.00/each I charge for a very large shave

ice

(with drip cup) at street festivals. I suppose if you are in a permanent location and charge \$1.50 or \$2.00 each you might want to give a smaller scoop of ice cream and charge \$.50 additional for it.

I've also talked with a snoball guy in FL who calls his the Fat Boy when he puts ice cream in it. In Hawaii I think they just call it Traditional Hawaiian Style.

A stuffed snoball is soft serve ice cream stuffed between two layers of shaved ice with your favorite flavor on top. We start with a layer of less than half the cup of shaved ice. We then put choice of flavor, we then put the soft serve on that and then top the soft serve with another layer of ice and top with flavor of choice. When putting the ice cream in cup leave room for the syrup to go down around ice cream.. It took me a few times until I realized why the stuff snoball was a mess. Once i left room for syrup to run off ice we had a great and not messy snoball, I just do cover the top of ice cream with thin layer of ice

We use a tent (EZ-UP 10'x10' shelter) for street fairs and festivals. Our shave ice holds up as well as the shave ice we've bought from people with trailers or stores. We use Igloo 150 qt. coolers and they keep the ice in very good shape

I have done several OUTINGS as i call them myself. All I have a permanent building. I have as EASY UP that I put up and about 3 tables. I rent a freezer from Remco (\$ 11.00 for a week) and load it in a U-haul trailer empty (\$12.00 a day) then i fill the freezer with my ice along with my other supplies. I leave the freezer in the trailer and plug it in where ever you are getting your electricity for your shaver and you are set for the day. I have also used my horse trailer before but I made sure that it was good and clean. I have had people(customers) tell me they like the fact of the stand being out in the open verses being in a trailer. I bought my Easy UP at Sam's for \$99.00 and it has paid for its self over and over

Carnation French Vanilla is great....coffee creamer, non-dairy. Located with the half and half at the store

The recipe I use for "Pink Lady" is

1 oz Nectar
4 oz Evaporated Milk

This will make 1 qt. of Pink Lady.

There are directories of local fairs and festivals you can buy. Look online for sources. Also, you should contact all of the tourism bureaus in your area: city, county, region, state. Find out what promotions they have going on. Any state parks or lakes in your area? Up here in NJ we have a pretty short season but down south all y'all have warm/hot weather much longer. Any interstate highways near you with rest areas? Maybe you can set up at one of them on hot weekends. Also, think about doing fundraisers with local clubs, hospitals, churches, fire and rescue squads, local schools (band, sports, etc). They are always looking for ways to raise money. You might charge a little more and give a % or a fixed amount to the club. How about local ball parks? Baseball? Soccer? Football in the early fall? Look in nearby towns and see what other food vendors are doing. Be sure to read all the local and regional newspapers for events where lots of people will be. How about car races or car shows?

our recipe for simple syrup is 6 gallons of water to 40 lbs. of sugar using a Rubbermaid 10 gal. barrel with spigot. This equates to 6 2/3 lbs. of sugar to 1 gallon of water. We add sodium benzoate and citric acid for flavor enhancement and preservative. We use beet sugar found at Aldi, a discount supermarket, that comes in 4 lb. bags for 99 cents. The difference between beet and cane sugar is the bag will say "pure cane sugar", which is just more expensive but tastes the same. Average price for 4 lb. bag of cane sugar is \$1.95 a bag. We're in Springfield off I-55 at I-72 if you come near here sometime. We would also like info on sugar-free syrup--we use Sno-Lite from Sno Wizard.

I have 5 sizes...8 oz for .75 (some see this as too small, but mothers with

children wish it was smaller)
12 oz for 1.00
16 oz for 1.50
20 oz for 2.00
32 oz for 3.00

I have never had any flavor curddle before. I mix 1 pint of bordens whipping cream and 1 can of evaporated milk together in a 1/5 bottle that way i can just pour it on the snoballs that have cream. I also layer my cream as i make the snoballs.
I have never had cream curddle even when i have added it to the flavors in the bottle and keep them in the fridge. I make my flavor as directed and the add the cream shake and store in the fridge

1. We are switching to Keller Insurance co. They quote us \$200.00 per year
> for 1 million.

Could I have the phone number for your agent at Keller? The price sounds great.
I hope they can sell a policy in NJ.

- > 2. We have zoning approval \$20.00, a business license \$17.00 per year, a
> health permit \$50.00 per year. A sales tax license. And that's about it.

I'd love to have costs like those. We're paying more than that just for licenses to be in weekend events, not even counting the payment to the event organizers.

- > If I where you I start now for next year. You need a regular spot. Go visit
> area grocery stores, busy car wash's, department stores. Anything with
> steady traffic to set-up shop. You just gotta keep trying. It took us a
> while do do the same. Until then we moved around a lot. We did flea markets,
> auction, huge yard sales and craft shows. I believee that if I can't get
> into the front door, then I'll try the back door. Always look for another
> way in. That's's how we landed Ames. We started out doing a fundraiser for a
> church group.

I've been looking around for next year for a semi-perminent spot in a high traffic strip center. The Wal-Mart near us is always busy and I can get into

that town pretty easy with the local health department. There is a wonderful "box store center" with Costco, Target, Home Depot and 9 other large stores, all sharing a central parking lot. Only problem is that it's in Bridgewater where I live and the town has impossible rules on "vendors". I'm doing to city hall one day soon and start working to get the law changed. Don't hold your breath...

> 3. Health code differ from county to county in Maryland also. Some want
> plywood floors. and a tent others don't. We just do what we have to do. It's
> like death and taxes. What can you do, but follow them. We always call ahead
> to the health department in other counties to see what we need to do to
> pass, before getting into an event.

One frequent location would sure help with this stuff.

> 4. Walmart! You have to deal with the leasing department at Walmart
> headquarters in Bentonville, Ark. The manager's only deal with fundraising
> groups. Call Adrean Sapp at 1-501-277-2698 She heads the leasing of space
> outside of the Walmart stores. If possible give her the store number if
> possible. State you want to lease space in the parking lot, or outside the
> store on the sidewalk.
>
> For Home depot call vending/Cart services at 1-800-747-8363. This will take
> about 6 months to settle everything.
>

I really appreciate getting these numbers and contracts from you. Thanks a million. If you ever get into a very large event where you want two stands, give me a call and let's talk about me bringing my gear and working with you on it. It's worth talking about anyway. Some events over this way have 50 to 100,000 people in a day or on a two-day weekend. There's plenty of room for two stands and it might let both of us make good money if the timing works out. I'm buying a new generator today. Wish I could put it off until next season but my two biggest shows are coming up, one on 8/20 and the other on 9/10. I've got to have a very quiet gen set for them and the one I bought at Costco was

just too noisy.
It was probably too big also. I'm getting a super quiet Honda
3000. You can
stand right next to it and talk in a normal voice and be heard.

I am not sure where the other guys get their spin wheels from, but I
get my
palm tree and parrot straws from Fun Express. You can see the web page
at
www.funexpress.com or call 1-800-228-0122 for a catalog. They have lots
of
great hawaiian products

Draft Root Beer Company Dallas Tx (214)638-8442. I called them
and they only sell through distributors. Some of their
distributors in the Dallas area are:

1. Redmond Sales Company (972) 620-0699 (Will only sell you CASE
lots)
2. Lamar Cash & Carry (214) 565-1311
3. Scobee Foods (214) 421-0898

Great to have closed on the 1st of October. When you Open, I suggest that you give away free
(60z)
snowballs the first weekend of business. It will cost you NOTHING and will net you great good
will and customers. Have and Post a special flavor of the day, and featured flavors of the month.
At my sites we print on computer 11"X21" featured flavors of the month and day and have one for
every day. Make up frequency/loyalty cards (for every 8 snowballs you get one free. We use
cards with these little penguin stick on things that we bought at staples. We limit our sales to 8oz
and 14oz cups. . .it works well in my market. When someone says that the snowball is smaller
than my competitor I say "sure is and you bought this for flavor. . .and that's what we give you. I
use SW flavors for color and flavor. . .and I mix them for high impact. Think about this, after three
spoons full the mouth is numb, so I say that we have to win our customers in three bites. . .and I
do. Pour like Teddy Kennedy's personal bartender, use SW flavors and acknowledge your
customers.

Plan now for next year's menu.
Keep your flavors to an absolute minimum (some flavors never sell).
Shave ice, pour syrup, honor your customers.

Gregg

Gregg Reight
The Great Companies, Inc.
7752 Blueberry Hill Lane
Ellicott City, Md. 21043
888.866.4820: Voice Mail or Fax
410.963.5754: Mobile

For the mini donuts go to the little orbit donuts go to the company web
page
at www.lilorbits.com They have an interesting web site, explaining the
business

To make the "war head" cone, they just put citric acid in a spray bottle and give the top of the finished cone a few sprays. Of course, the flavor is added first

Go for the Daiquiris you can create 8 or 9 different types by using Daiquiri and adding your fruit flavors (note: always use the wild flavors!). . . .I advertise Daiquiri X 9.

You have the rum use the SW Pina Colada and add the Rum. Ps when you make the rum use 5 oz rum and one half ounce of butter cream. . . the flavor is SWEET DARK RUM. . .big time.

The SW white Russian will have your customers throwing their clothes in a pile and dancing naked.

Try the Irish Cream recipe. Do the Kailua recipe!!!!

Barney
2 oz. Cotton Candy
2 oz. Blue Bubble Gum

Garfield
2 oz Orange
2 oz Grape

Tiger's Blood
2 oz Strawberry
2 oz Coconut

Cherry Vanilla
3 oz Cherry
1 oz Vanilla

Ninja Turtle
2 oz Lime
2 oz Banana

Fuzzy Navel
2 oz Orange
2 oz Peach

I use the extra large condiment dispensers purchased from a restaurant supply company. Theyre like the yellow and red ones that cafes use for mustard and ketchup with the pin point openings only twice the size and clear plastic. I have to refill the popular flavors more often, but with that pin point opening, I never lose a drop of flavor and I can drawing designs on top

To pour flavors we use the plastic bottles from Snowizard. I buy my pour spouts from a local restraunt supplier because the holes are much bigger.
When people are lined up you want to make snow balls as fast a possible,

while still maintaining the quality that they are accustomed to seeing from you. The quality of the pour is also better and does not leak. I think the pour spout are used by bartender to pour drinks.

Cajun Red Hot is a SnoWizard flavor. It tastes like cinnamon, mabe a little hotter.

They have spiced it up this year and is supposed to be lots hotter. I ordered a quart and can't wait to get it. I'm advertising it as Fireball.

made \$66.00 and yesterday \$400.00. I sure hope this keeps up. This East Texas weather is great right now. I sell the cookies-on-a-stick too and I can't keep them made. We sold 72 cookies today. I usually make round ones and just swirl two colors of icing on them but this week I'm doing bunny heads and the people have gone crazy over purple bunnies with pink ears. - They are loving the Wild Strawberry flavor and Strawberry Lemonade (clear strawberry and lemonade - I make my lemonade with Koolade lemonade). I also have CocoBerry (Blue Coconut mixed with Wild Strawberry) and I can already see it is going to be a big seller along with Cherry-Berry (half cherry and half strawberry).

I mix tigers blood with blue coconut add m and m's with marshmallows ,.25cents extra and call it blood guts and eyeballs. I know it sounds bad, but kids really love it. For cream i use Richs non dairy whip topping in a frozen can, thaw it and pour over the tops. Excellent flavor.

If you need banners custom made call 1-888-626-7636 ask for Jammie.

We make our own Cotton Candy:

95% Vanilla
4% Strawberry
1% Watermelon