



Innovative solutions to increase C-Store profits



Give your customers the ice they like.

Drive more sales of high profit fountain drinks with Follett Chewblet® ice.

What is Chewblet ice?

- Uniformly shaped pieces of chewable compressed nugget ice
- Higher in quality than other “nugget ice” and more reliably dispensed

Recent surveys show that over 70% of consumers prefer Chewblet ice.*

- Up to 55% of customers will buy more fountain drinks with Chewblet ice
- Over 50% surveyed like to chew ice
- Many consumers will actually go out of their way to get Chewblet ice
- With profit margins of more than 50%, increased fountain sales will greatly increase store profits.
- Chewblet ice is perfect for use with beverage walls and flavor choice systems



“Chewable ice increased beverage sales by 25%”

– Bill Douglass, CEO of Douglass Distributing, parent company of the Lone Star Food Stores, and former NACS President



Attract teen and young adult consumers to build lifelong relationships

- Market studies show a strong preference for Chewblet ice among this group
- Chewblet ice can be used with gourmet iced coffee and iced tea – especially popular with teens and young adults
- Add Chewblet ice and lock in these customers



“Building loyalty with a single teenager could translate into \$50,000 in sales over that individual’s lifetime”

– Printed with permission of NACS Magazine, March 2007

* Based on customer intercept studies conducted across the United States. Contact Follett for details. Chewblet is a registered trademark of Follett Corporation, registered in the US.

Improve sanitation.

Reduce potential for ice contamination with Satellite-fill™.

Follett's exclusive Satellite-fill technology offers more than conventional icemakers.

- Full access to dispenser for more thorough cleaning
- Sanitary auto-fill ice delivery significantly reduces potential for ice contamination
- Horizon's closed water system inhibits growth of mold and slime from air-borne yeast and bacteria

Cleaning is easier and more thorough since ice machine is located away from dispenser



Increase installation flexibility.

Provide more design options with Satellite-fill.

Satellite-fill allows a Horizon icemaker to be placed up to 75 feet away from a dispenser.



*Satellite-fill
ice-through-a-tube
technology.*

Lower operating costs.

Slash maintenance time and extend ice machine life.

Horizon icemakers are the best nugget ice machines in the business.

- Automatic self flushing
 - + Keeps machine in top running condition
- Push button cleaning
 - + Cuts cleaning and sanitizing time in half
 - + Makes it easy enough for in-house maintenance personnel to clean
- Advanced auger design
 - + Reduces operating loads by 80% for long machine life
 - + Eliminates need for periodic bearing inspection or replacement
- Three year parts and labor warranty covers entire machine

Efficient icemaker reduces utility consumption to reduce costs and help the environment.

- Uses 30% less water than cube-type machines
- Contributes to LEED water use reduction credits (Leadership in Energy and Environmental Design)
- Uses less electricity than most cube machines of similar size
- Qualifies for California energy rebates

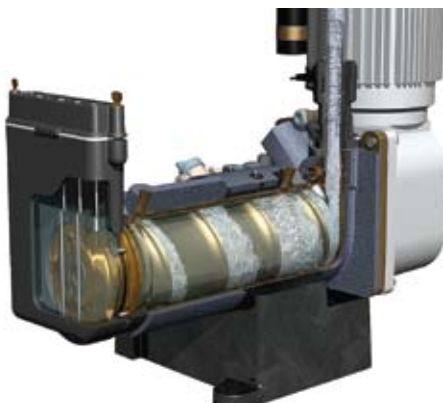


Follett manufactures a full line of Chewblet icemakers.

We have just the right size icemaker to fill your needs. Maestro™ Chewblet icemakers offer 400 lb. per day capacity in Satellite-fill and top mount models. Horizon™ Chewblet icemakers offer 1000 and 1400 lb. capacities in Satellite-fill, top mount and Ice Manager™ diverter valve configurations.

Horizon's evaporator

Operates continuously to reduce water and electrical usage.



Cube evaporators

Ice making system must reverse and melt ice to release cubes – uses more water and energy.



Increase profits on bagged ice.

Follett's Ice Pro™ bagging system is one of the best investments you can make!

Buying pre-bagged ice?

- Save \$7500 per year if you buy 250 8 lb. bags per week
(Based on a purchase cost of 75 cents/bag)
- Costs less than 25 cents per bag to make
- Reliable supply – even on holiday weekends when the “ice man” can’t deliver enough ice

Manually bagging ice?

- 85% faster than manually bagging ice (6 - 8 bags per minute)
- No bending into bins or messy scooping – reduce injury and potential slips and falls

More profit ideas

- Run promotions on bagged ice that drive packaged beverage sales – and still make money on the ice!
- Combine Ice Pro with a Follett Horizon icemaker to sell premium Chewblet ice in bags

Sanitary and flexible

- Fresh, clean ice, untouched by human hands
- Flexible – use a cube icemaker or a Horizon Chewblet icemaker



So easy, your employees will actually enjoy bagging ice – dispense with the push of a button!

How much can I save?

To see how much your store can save, check out our payback calculator at www.follettice.com/calculators, or use the table below as a guide.

	Savings \$ per year	ROI**	Profit per sq. ft. of floor space †	Profit per labor hr. ‡	Payback
Average Convenience Store*	–	10%	\$5	\$25	–
If you purchase and re-sell bagged ice <i>(figures based on 8 lb. bags)</i>					
250 bags/week (35 bags/day)	\$7,500	45%	\$200	\$200	2 years
500 bags/week (70 bags/day)	\$15,000	100%	\$400	\$200	1 year

*Financial data on C-Stores from NACS 2005 State of the Industry Report **Return on capital employed
† Profit as measured by earnings before interest, taxes, depreciation, and amortization



Fill two dispense points with one ice machine.

Ice Manager™ diverter valve system saves on operating costs and space.



- Ice Manager works with a single Horizon Chewblet icemaker to automatically manage your ice requirements
- Never run out of ice – Ice Manager automatically delivers ice to the dispense point that needs it most
- Save on equipment costs, operating costs, and space

*The perfect combination –
Chewblet ice for the fountain area,
and in bags “to go” with
Follett’s Ice Pro!*

Create an upscale fountain experience.

Vision™ dispensers have a sleek, attractive, low-profile appearance.



- Increase appeal of fountain area to attract new customers
- Can be used in islands without restricting visibility
- Reliably dispenses Chewblet ice and most cube ice
- Provide high capacity ice storage in a compact dispenser

“Vision dispensers give us a clean, open look that is more conducive to our customer-oriented business.”

– Terry McKee, President, Pak A Sak, Inc.

FOLLETT
Innovative solutions, inspired by ice

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