

Razzle your customers and dazzle your profits with a frozen treat concept that's bursting with fun.

Razzle® is a snack/dessert made with soft serve, ice cream or frozen yogurt and your customer's choice of mix-ins - cookies, candies, fruit, flavored syrups, or coffees - blended to create a chunky, thick and creamy treat.

A Razzle blender is used to combine the mix-ins and soft serve, frozen yogurt or ice cream together. In addition to the blending unit, mix-in dispensers, lid/spoon/cup organizer, and Point-of-Purchase materials are available.

BLENDERS

Wall mount and counter style blenders available to meet space requirements. Quiet motor is guaranteed to operate satisfactorily with a 5 year defect warranty. Stainless steel housing provides durability and easy cleaning. Clear plastic splash guard on countertop unit pivots to allow the operator easy cup placement and removal.

DAZZLING PROFITS

Razzle treats are 50% more profitable than ice cream cones. Use the charts below to calculate your additional profit potential when adding Razzle to your soft serve or yogurt offerings.



RAZZLE®

It's a Frozen Explosion!
Mixed with any topping bursting with fun!

The Taylor worldwide distributor network offers the most complete line of equipment, factory trained service, full parts inventory, merchandising programs, support materials, financing and leasing capabilities to meet your needs. Whether your business is new or an add-a-business concept, your Taylor distributor can demonstrate how easy it really is to add Razzle to your offerings.

As foodservice experts, they can help you develop mix-ins, flavor choices, show you merchandising techniques and more, everything you need to really make your business grow.

So why wait? Call toll free today.
800-255-0626



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RAZZLE 12 OUNCE	SAMPLE FIGURES	YOUR FIGURES
Selling price	\$ 2.59	\$
Less soft serve	— .27	—
Less mix-in	— .20	—
Less cup & lid	— .10	—
Less spoon	— .10	—
Gross profit per serving	\$ 1.92	\$
Multiply servings per day	x 25	x
Profit per day	\$ 48.00	\$
Profit per year	\$ 17,280.00	\$
Multiply servings per day	x 50	x
Profit per day	\$ 96.00	\$
Profit per year	\$ 34,560.00	\$
Multiply servings per day	x 75	x
Profit per day	\$ 144.00	\$
Profit per year	\$ 51,840.00	\$
Multiply servings per day	x 100	x
Profit per day	\$ 192.00	\$
Profit per year	\$ 69,120.00	\$

Note: Costs and profit projections are based on approximate national averages.

RAZZLE 16 OUNCE	SAMPLE FIGURES	YOUR FIGURES
Selling price	\$ 2.99	\$
Less soft serve	— .36	—
Less mix-in	— .27	—
Less cup & lid	— .13	—
Less spoon	— .10	—
Gross profit per serving	\$ 2.13	\$
Multiply servings per day	x 25	x
Profit per day	\$ 53.25	\$
Profit per year	\$ 19,170.00	\$
Multiply servings per day	x 50	x
Profit per day	\$ 106.50	\$
Profit per year	\$ 38,340.00	\$
Multiply servings per day	x 75	x
Profit per day	\$ 159.75	\$
Profit per year	\$ 57,510.00	\$
Multiply servings per day	x 100	x
Profit per day	\$ 213.00	\$
Profit per year	\$ 76,680.00	\$

Note: Costs and profit projections are based on approximate national averages.



BC10 – Countertop



BW11 – Wall Mount



X52080 Organizer



X52037-1 High Volume Kit

DIMENSIONS

BC10 - Countertop Unit

Width: 10" (25.4 cm)
 Depth: 9" (22.9 cm)
 Height: 24" (61.0 cm)
 Net Weight:
 17 lbs (7.7 kgs)
 Crated Weight:
 26 lbs (11.8 kgs)
 1.9 cu ft (0.05 cu m)

FOOT CONTROL

Guarded foot control included with each unit for hands free operation.

ORGANIZER

X52080 Holds lids, spoons and cups. Counter or wall mount with template and hardware included.
 Width: 16" (40.6 cm)
 Depth: 4" (10.2 cm)
 Height: 20" (50.8 cm)

BW11 - Wall Mount Unit

Width: 7 1/4" (18.4 cm)
 Depth: 8" (20.3 cm)
 Height: 7 1/2" (19.1 cm)
 Overall, including spoon:
 17" (43.2 cm)
 Net Weight:
 17 lbs (7.7 kgs)
 Crated Weight:
 21 lbs (9.6 kgs)
 1.1 cu ft (0.03 cu m)

PORTION CONTROL DISPENSERS

Four mix-in dispenser kits available with large and small bins. Kits include bins, mounting bracket, template and mounting hardware.

DIMENSIONS For all organizers Width: 14" (35.6 cm)

Depth: 6" (15.2 cm)
X52037-1 High Volume Kit Height: 34" (86.4 cm)
 Contains 2 large & 2 small bins
X52037-2 Standard 4 Bin Kit Height: 32" (81.3 cm)
 Contains 4 small bins
X52078-1 Standard 2 Bin Kit Height: 20" (50.8 cm)
 Contains 2 small bins
X52078-2 High Volume 2 Bin Kit Height: 20" (50.8 cm)
 Contains 2 large bins

Ask your local Taylor distributor for information on other dispenser kits that can be mounted on your soft serve freezer, wall or counter.



11" x 17" or 18" x 24" Poster
 Consult your local Taylor distributor for ordering on the Printstore.



052071-ADV
 6" x 8"
 Window/Door Cling



052067-ADV
 8" x 10" Register Topper



3 3/4" x 5" Table Tent
 Consult your local Taylor distributor for ordering on the Printstore.

RAZZLE PROGRAM MATERIALS

Merchandise Razzle to create impulse sales. Available materials include:

CUPS

Two sizes are available. Both include the Razzle logo and are designed for use with or without the clear lid.
051967 - 12 ounce - 1000/case
051968 - 16 ounce - 1000/case
051969 - Clear lid for use with both
 12 and 16 oz. cups - 1000/case



052070-ADV
 8" x 16" Mobile and Hardware



052073-ADV 10' x 3' Outdoor Banner



052075-ADV 21" x 12-1/2"
 Illuminated Razzle Cup