

The Henny Penny Profit Package

Pressure Fried Chicken

Sample gross profit per menu item lunch and dinner include wedge fries and slaw

| Menu item | Sell price | Cost | | | | | Gross profit | GP % |
|--------------|------------|---------|----------------------|--------|--------|---------|--------------|------|
| | | Chicken | Breading, shortening | Sides | Pkg | Total | | |
| 2-pc. lunch | \$ 3.49 | \$.70 | \$.06 | \$.65 | \$.25 | \$ 1.66 | \$ 1.83 | 52 % |
| 3-pc. dinner | \$ 4.49 | \$ 1.05 | \$.09 | \$.65 | \$.30 | \$ 2.09 | \$ 2.40 | 53 % |
| 12-pc. box | \$ 8.99 | \$ 3.89 | \$.36 | — | \$.59 | \$ 4.84 | \$ 4.15 | 46 % |

Your figures

| | | | | | | | | |
|--|--|--|--|--|--|--|--|---|
| | | | | | | | | % |
| | | | | | | | | % |
| | | | | | | | | % |

Sample gross profit per case of chicken 24 birds (2.5 lbs. or 1.1 kg) = 192 pcs (8-cut)

| Sales | Avg. Sell | Cost* | GP/day | GP/week | GP/month | GP/year |
|---------|-------------|-----------|-----------|-------------|--------------|---------------|
| 1 case | \$ 140.00 | \$ 66.00 | \$ 74.00 | \$ 518.00 | \$ 2,244.67 | \$ 26,936.00 |
| 3 cases | \$ 420.00 | \$ 198.00 | \$ 222.00 | \$ 1,554.00 | \$ 6,734.01 | \$ 80,808.00 |
| 8 cases | \$ 1,120.00 | \$ 528.00 | \$ 592.00 | \$ 4,144.00 | \$ 17,957.36 | \$ 215,488.00 |

Your figures

| | | | | | | |
|------------|--|--|--|--|--|--|
| __ case(s) | | | | | | |
|------------|--|--|--|--|--|--|

*includes cost of breading and shortening

Equipment investment

- Computron 8000™ Electric Pressure Fryer \$ _____
- HHC-900 Heated Holding Cabinet _____
- HMR-103 Three well merchandiser _____
- DT-221 Dump Table _____
- BM-110 Automatic Breading Machine _____
- Exhaust hood with filters and fan _____
- 3-compartment sink _____
- _____
- _____

Total equipment cost \$ _____

12-month Return On Investment

| | |
|--|--|
| Gross profit | |
| Cost of equipment <small>Based on 5-year payoff</small> | |
| Net profit | |
| After 2 years | |
| After 3 years | |
| After 4 years | |
| After 5 years | |



Become reliably profitable with Henny Penny.

Helping deli operators of all sizes improve their business is a big part of *our* business.

Henny Penny insists on selling only reliable, long-lasting equipment that operates efficiently and produces a higher return on investment over the long run. Our knowledge and expertise in the deli business is second to none. And our commitment to customer satisfaction has been the hallmark of our operations for nearly fifty years.

These are the reasons deli operators worldwide rely on Henny Penny for a profitable, hassle-free hot food program.

Cooking

Features like energy-efficient operation, programmable cooking and digital controls help you produce a high-quality deli menu with a minimum of labor and low operating costs.



Pressure frying is still the best way to prepare great-tasting fried chicken quickly and profitably.

Open frying combines versatility with nearly immediate temperature recovery, built-in filtration and programmable operation.

Rotisseries build grab-and-go sales. Radiant and convection heating promotes fast cooking and even browning.

ClimaPlus® Combi is the most versatile piece of cooking equipment a deli can acquire. Cook with virtually any combination of moist heat and dry heat. Cook *and* clean automatically.

Order from:

Display, merchandising

Henny Penny merchandisers are designed to attract attention, accent product presentation, but most importantly to keep hot foods fresh and appetizing.



Hot display cases feature no-fog THERMA-VEC® heating. All models can be ordered as full-serve, self-serve or combinations. Curved, straight or matching glass profiles available.

Island merchandisers on tiered bases let you load up nearly everything for a meal and take the deli out into the aisles.

Hot express cases promote impulse sales from anywhere in the store.

Holding



Henny Penny holding cabinets let you cook in volume and serve on demand.

SmartHold™ technology gives operators greater

control of heat and humidity allowing longer holding times for a wider variety of foods.

Blast chilling

Blast chillers take foods quickly through the danger zone for safer food handling, extended shelf life, and higher food quality when reheated. Cook and chill ahead of time for better equipment and labor utilization.



Accessories

From dump tables to mobile oven racks, Henny Penny provides an array of accessories that save labor and boost productivity. Breadings, seasonings and consumable supply programs keep your deli ready to go around the clock.



Deli training

Henny Penny corporate chefs offer a complete deli training curriculum covering equipment, menu development, food handling and more.



Local service and support, worldwide

Henny Penny industry-leading product warranties and an exclusive network of international distributors assure your deli continuing product service and support anywhere in the world.

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