

The Henny Penny Profit Package

Rotisserie Chicken

Sample gross profit per menu item dinners include two sides

Menu item	Sell price	Cost					Gross profit	GP %
		Chicken	Seasoning	Sides	Pkg	Total		
Whole chicken	\$ 4.99	\$ 2.00	\$.02	—	\$.80	\$ 2.82	\$ 2.17	43 %
1/2 chicken dinner	\$ 4.99	\$ 1.00	\$.01	\$.65	\$.80	\$ 2.46	\$ 2.53	51 %
1/4 chicken dinner	\$ 3.99	\$.50	\$.01	\$.65	\$.80	\$ 1.96	\$ 2.03	51 %

Your figures

								%
								%
								%

Sample gross profit per case of chicken 24 whole birds (2.5 lbs. or 1.1 kg)

Sales	Avg. Sell	Cost*	GP/day	GP/week	GP/month	GP/year
1 case	\$ 119.76	\$ 50.40	\$ 69.36	\$ 485.52	\$ 2,103.92	\$ 25,247.04
3 cases	\$ 359.28	\$ 151.20	\$ 208.08	\$ 1,456.56	\$ 6,311.76	\$ 75,741.12
8 cases	\$ 958.08	\$ 403.20	\$ 554.88	\$ 3,884.16	\$ 16,831.36	\$ 201,976.32

Your figures

__ case(s)						
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*includes cost of seasoning

Equipment investment

- SCR-8 Eight spit countertop rotisserie \$ _____
- SCR-6 Six spit countertop rotisserie _____
- SCD-6 Six spit under-rotisserie display merchandiser _____
- HMI-103 Island self-serve merchandiser _____
- ITB-103 Island tiered base _____
- RSS-012 Rotisserie spit stand _____
- 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.

SmartCooking System™ lets you cook practically anything at the touch of a single button. Just select the food item from the graphic display, and the SmartCooking System™ does the rest. 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 give you high volume self-serve display in a compact footprint that helps 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.



Everything you need

Henny Penny offers an array of accessories that save labor, boost productivity and meet consumer demand.

We now offer SmartCarbs™ low-carb breadings in addition to our other great-tasting breadings and seasonings. 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.

HENNY PENNY™
Global Foodservice Solutions

Henny Penny Corporation
P.O. Box 60
Eaton, OH 45320

+1 937 456.8400
+1 937 456.8434 Fax

Toll free in USA
800 417.8417
800 417.8434 Fax

www.hennypenny.com