



<http://Americanos-hotdogs.com>

On counter top sales Point.

The all new Americanos Hot Dogs™. Counter top sales unit comes complet ready to use with our branding on. It is a small unit size 400x420mm and 500mm high so takes up littel room on any counter and is easy to use.



**The unit is free of charge** and also have window posters and a street signs that come with the unit.

This is a great add on to any business and will bring in a good profit margin at littel cost we only charge for stock packaging and bread rolls.

All rolls come frozen direct for our suppliers and can be orderd any time its usually the rolls are deliverd next day to 48 hrs of ordering.

The hot dogs come with a minumum order of €60 worth\* of hot dog once a week, our avarage order is €200-300 at a time.

We also send you the packaging for the same amount orderd.

Minumum €60 euros this get you 60 Hot dogs 60 rolls and packaging once sold you have made your first profit of €60 after costs.

Total cost for the hot-dog roll and box for each item is €1.00 and the RSP is €2.00 so you make a profit of €1.00 on each one sold.

All orders to be made by phone or online via our new website under merchant login. You will be given your login info by our rep when you sign the free onloan contract for the equipment and your first order.

We will give you some hot-dogs when you first start so you can hand out some free sliced samples to your customers so they can taste the great new hot dogs you now sell.

## The important things about the steamer are;

- 1.It does not need plumbing in - It takes 2 kettles worth of water
- 2.It is not an oven it is a steamer to heat the product through
- 3.When it runs low, a 'low water warning' light will come on so just top it up
- 4.It has only 2 settings “heat” and “hold”
- 5.It takes about 25 minutes to heat the sausages
- 6.Empty it at night and fill it with clean water every day
- 7.You need to clean it every day but that’s easy
- 8.It holds 220 sausages and they can be held all day
- 9.You need to hold over 65 degrees
- 10.You’ll get more detailed instructions with the machine

### We supply all the products you need for the complete concept

- Our sausage is a premium quality German Bockwurst sausage with 87% pork No MRM none GM and Gluteen free.
- It is delivered ambient and can be store the same way with 6 months shelf life and 120 per case in 15 pouches of 8 .
- Our delicious Hot Dog Rolls is a pre-baked and pre-sliced thaw and serve To your customers.

### Branded trays and napkins complete the package.

Number of hot dogs sold per day	RSP Recomended Sale Price	Approximate Profit per month	Approximate profit per year
10	2.00 €	300.00 €	3,600.00 €
20	2.00 €	600.00 €	7,200.00 €
30	2.00 €	900.00 €	10,800.00 €
40	2.00 €	1,200.00 €	14,400.00 €
50	2.00 €	1,500.00 €	18,000.00 €

The above profits are befor any IVA or sales taxes

## GREAT POSITIONING – site it by the till.

START EARLY – get it heating up whilst you are doing the papers and then they’ll be ready for the first sales at 6.30am. Many stores sell their first Hot Dogs at this time to passing trade. With the holding times you don’t need to worry about waste.

EVERY DAY, ALL DAY AVAILABILITY – customers will be disappointed if they want a Hot Dog but can't get one. Make sure you have the machine on, baguettes at the ready and that it is well stocked for key selling periods.

BACK-UP STOCK – make sure you always have back-up stock.

SAMPLING – why not try a sampling session. In store or outside the door you could gain a new customer.

UP-SELL – tell your customers how great it is, or ask them if they've tried it.

GET OFF TO A GREAT START – do everything you can to make sure you have a successful start as this will give you extra rewards in the long term. Use the POS, sample and sell to your customers.

USE THE POS - we have wobblers for you to place in the chillers to tell your customers they can get hot food in your store and we can also provide loyalty cards or meal deal posters.

MOTIVATION - make sure your colleagues understand the money that can be made from selling Hot Dogs and are motivated to sell.

TRAINING - do you or any colleagues need any more training? Please ask if you need help. Training is simple and will give your colleagues the confidence to sell the product.

CELEBRATION - 2014 is a year of celebrations. Take advantage of any local events such as fetes or local football games.

KNOWLEDGE - know the product. The quality is great. The sausage is 87% pork and is a traditional German Bockwurst, manufactured in Germany so you can be proud of the product quality. We supply many leading businesses.

### **Do you need a hot food licence?**

No, because the sausages are already cooked, all you are doing is heating and holding and there is no actual cooking of raw products.

- Do I need hand-washing facilities? As long as you have these on the premises this is fine.
- Do you have to use the sausages once you have opened the pouch? No, just take out what you need cling film and refrigerate the rest. They will have to be used within 2 days.
- How long does it take for the bread to defrost? Approx 1 hour at room temperature and will keep for 2 days in an airtight container.

- How long can the bread stay in the steamer for? Approximately 1 hour, if you do run out of bread in the steamer you can serve the bread ambient but you do not have to place the bread in the steamer if you don't want to.
- How long can the sausages stay in the steamer? As long as you need them and they stay above 65°C although we do encourage stock rotation. Also once heated and not sold they will need to be disposed of so we would not over load it start with say one pack of 8 hot-dogs.
- Do you supply the temperature record sheets? Yes we provide this for you to download from our website and print or just as our reps or drivers as they all carry them.
- What temperature do you have to heat the Hot-dog up to and hold them at? Heat to 75°C and hold at above 66°C (see Americanos instruction sheet). You will be given by your rep.
- How long does it take for the sausages and the bread to heat up? Approximately 18 minutes in a hot steamer make sure the temperature light is off and its up to full heat.
- How long does it take for the steamer to come up to temperature? Approximately 20 minutes with cold water, but we recommend you use hot water from a kettle to start and speed it up.
- How many Hot Dogs and bread rolls can I put in the steamer? About 45 rolls and 220 hot-dogs but we would recommend you put in a couple of pouches at a time and no more than one 3 hours before closing until you have worked out demand.
- Do I need to insure the steamer? Yes, in signing the free on loan you agree to insuring it on your policy. If stolen lost or missing /broken then we will charge for this at a rate of €200 we recommend you insure the steamer for the same sum €200 If it breaks down we will send a replacement and collect the old one. You will only be charged if you lose it, destroy
- How do we clean the machine? Turn machine off and allow it to cool, take the shelves out of the steamer, undo the bolt on the tap, place a container under the tap and empty the machine. You will need to pull the machine forward slightly to fully empty. Then wash with a sanitiser and rinse out with warm water. This must be done every day before closing.
- How much electricity does it use? It is rated at a maximum of 1.2kWh but in reality will use about half of this as this is only measured on full power and the machine being on all day will not need to run on full power after start up and if you use hot water at start up it will not run on full power then eight.
- What is the minimum order? The ambient Hot-dogs and frozen deliveries come separately. All hot-dog orders need to be above €100 and you need to order 2 cases of rolls when you order rolls that's 96 and they will fit in a small freezer very easy these are minimum order quantities only you may order as much more as you wish too.

- What is your lead time for delivery? If you order before Sunday, you will receive your products the next working delivery day on your rota. Bread is subject to specific delivery days depending on where in Europe you are. Your sales rep will find out your delivery days for the bread and let you know this info.
- What are your expectations on the rate of sale of Americanos Hot Dogs? We would be looking about 10+ a day for an average rate of sales but you should aim to do more than that. We have no set goal as every site is different and sales can vary.
- When is the best time of the day to sell? Lunchtimes, post school and evenings. You should put it on first thing in the morning with 1 pouch and top up as you go through the day making sure you have enough to get you through the key times you will soon find out when you need more and when is not so busy.
- Any tips on selling more? Yes – do some sampling when it is first launched. Make sure you always have product available, use the POS, use our poster and branding. It's all in the brand and name Americanos Hot-Dogs “The world Best Selling Hot-dogs” Please also keep the area clean and tidy at all times.
- Do you have product insurance for my country? Yes we do we hold public cover for our brand and product in all the countries we trade in or supply too. We also hold corporate tax accounts in each country.

We hope you have had enough information to get to know how we work and we look forward to working with your outlet very soon.

If there is anything you wish to ask us please please feel free to get in touch.

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