

Increased Per Cap? Yes!

These business cases illustrate combos that can be carried with one hand. RockTops™ recommends offering an additional menu item for the third hand™ to maximize per cap and associated margins.

RockTops™ Double Hot Dog Tray & Soda

Drink Size	32 oz	24 oz	12 oz
RockTop Tray	0.15	0.15	0.15
Cost Hot Dog (2)	1.16	1.16	1.16
Cup/Lid/Straw/ Soda	0.55	0.41	0.21
Total Cost Combo	\$1.86	\$1.72	\$1.52
Selling Price	\$14.00	\$13.50	\$12.50
Gross Profit	\$12.14	\$11.78	\$10.98
Per Trans. Margin %	87%	87%	88%



■ Avg. Food Cost

RockTops™ Pretzel Tray / Cheese & Soda

Drink Size	32 oz	24 oz	12 oz
RockTop Tray	0.2	0.2	0.2
Cost Pretzel/Cheese	0.603	0.603	0.603
Cup/Lid/Straw/ Soda	0.547	0.411	0.207
Total Cost Combo	\$1.35	\$1.21	\$1.01
Selling Price	\$14.00	\$13.50	\$12.50
Gross Profit	\$12.65	\$12.29	\$11.49
Per Trans. Margin %	91%	91%	92%



Offer an additional item such as popcorn or cotton candy for the third hand™ and earn \$3.00-\$5.00 more per combo transaction!

RockTops™ Pretzel / Hot Dog Tray & Soda

Drink Size	32 oz	24 oz	12 oz
RockTop Tray	0.2	0.2	0.2
Cost Pretzel/Hot Dog	1.14	1.14	1.14
Cup/Lid/Straw/ Soda	0.547	0.411	0.207
Total Cost Combo	\$1.89	\$1.75	\$1.55
Selling Price	\$15.00	\$14.50	\$13.50
Gross Profit	\$13.12	\$12.75	\$11.96
Per Trans. Margin %	91%	91%	92%



RockTops™ 5x6 One Pocket Tray & Soda

Drink Size	32 oz	24 oz	12 oz
RockTop Tray	0.13	0.13	0.13
Nachos/ Cheese/Peppers	0.54	0.54	0.54
Cup/Lid/Straw/ Soda	0.547	0.411	0.207
Total Cost Combo	\$1.21	\$1.08	\$0.87
Selling Price	\$10.50	\$10.00	\$9.75
Gross Profit	\$9.29	\$8.92	\$8.88
Per Trans. Margin %	88.5%	89%	91%



RockTops™ = Results

Stadium Results:

Avg. Per Cap: \$3.63

Avg. Sale: \$6.25

With RockTops: \$15.80

*Tray drives a 500% increase
per transaction over per cap.*



5x6 One Pocket Tray

Product Number: 45.8.31

Case Pack: 500 Units (4 sleeves@125)

Box Size: 18"x13"x12"

Shipping Weight: 10.9 lbs

Price: \$65.00 per case



Double Hot Dog Tray

Product Number: 50.4.6

Case Pack: 500 Units (4 sleeves@125)

Box Size: "B" Box 12.5"x12.5"x11.25"

Shipping Weight: 10.9 lbs

Price: \$75.00 per case



Pretzel/Hot Dog Tray

Product Number: 23.54.17

Case Pack: 500 Units (4 sleeves@125)

Box Size: 18"x18"x7.5"

Shipping Weight: 19.8 lbs

Price: \$100.00 per case

Open an account with RockTops™ today and give your customers and your per transaction revenues an extra hand!

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