

Want a tasty profit building business?

“Waffles are famous around the world, but until now Australian businesses have not capitalised on the waffle phenomena!”

Mr Waffles offers you the chance to sell a product that appeals to all customer types. Waffles are easy to create, smell inviting & deliver fantastic profits!

A great waffle offer will make you stand out from your competition!



Why Waffles?

Benefits

Will I make enough profit? Yes, waffles offer great profits. Look at the profit table below for two example waffle offers.

- And no waste - mix is dry store, mix with water only when needed.

Waffle on a stick

Waffle Mix	\$0.35
Stick	\$0.12
Custom Designed Tray	\$0.28
Allow for Miscellaneous	\$0.05
Total cost of waffle	\$0.81

RRP on a plain waffle is \$3.00.

That's a \$2.20 profit or 73% gross profit margin!

Dessert Waffle Stack

Waffles (2 rectangles)	\$0.91
Ice Cream (2 scoops)	\$0.80
Maple Syrup 50ml	\$0.47
Total cost of waffle	\$2.18

RRP on this menu item is \$7.50.

That's a \$5.32 profit or 71% gross profit margin!

Waffle on a Stick is unique only to Mr Waffles, for profit breakdowns on other unique and traditional styles just contact us.

Will they sell?

- Yes, they taste great
- They appeal to all groups – from kids through to adults
- There are many options from one product
- Everyone knows what waffles are – no need to educate, they sell themselves
- The smell and look of waffles creates their own interest

How hard is it to implement in my store?

- Easy, only takes up a small space
- Low cost entry point
- Quick and easy to install and use

What if I have problems & questions in the future?

- High quality German engineered equipment – established for more than 50 years
- We have been servicing the Australian Hospitality market for over 15 years
- You have access to a 24 hour 7 days a week telephone support service



mr.waffles™

Who doesn't LOVE a good waffle?



Products and Packages

At Mr Waffles we can provide you with everything you need for waffles. Whether it be a full system, equipment, consumables or the ability to mix & match items from our range that best suits your vision for waffles within your business. Talk to us about your needs.

Basic packages with equipment, marketing, support, special pricing on consumables through to customised packages to suit your desired level of involvement

Mr Waffles Package

The Mr Waffles Package combines everything you need to get started straight away and includes an agreement to use the Mr Waffles brand. This saves you the extra time and effort of re-inventing the wheel by capitalising on a growing brand & being part of the Mr Waffles team.

Mr Waffles Equipment

If you don't need the package or require the brand, then just choose the equipment you want. We have waffle irons of all different styles and sizes from the traditional shapes to the more contemporary designs such as the waffle on a stick variety. For more details on our unique plate options see our website www.mrwaffles.com.au



Mr Waffles Consumables

We are confident that you will love our special waffle mix - crisp on the outside, soft on the inside and the perfect sweetness. We can also offer a tailored dessert sauce range, which has been tested and proven to be the perfect addition to our waffle mix, as well as packaging, sticks, marketing materials, menus and anything else you might need.



confession...I have a waffle addiction





- High Profit
- Simple to cook
- Great for promos
- Low wastage
- Low cost entry
- Ongoing support

- Cafes
- Catering
- Standalone Stores
- Kiosks
- Ice cream Stalls
- Outdoor Events
- Mobile Carts
- Schools
- Markets & Fetes

What next?

The next step is to choose the package or equipment to suit your application. Call us to discuss or to arrange a time for us to visit.

phone 1800 265 771

www.mrwaffles.com.au



Get your waffle on