

BUNN Espresso – Projecting Profit with an Espresso Based Beverage Menu

An Espresso based beverage menu can add profit to your operation. The BUNN Espresso Profit Calculator is a tool to understand the true picture of top line revenue and operational costs. This profit projector calculates the return on your espresso equipment investment based on your business plan of daily drink sales.

Business Plan Example:

When selling 40 espresso based beverages – lattes and cappuccinos daily. The equipment is paid for 3.7 months. After that payback, the annual revenue for the operator is \$20,944.00. The best way to learn more about Beverage Profitability is to attend a BUNN Espresso Profit Projection Webinar, to sign up go to www.bunn.com/espresso.

Number of month(s) of "Break Even" until equipment is paid off:


3.7

Month(s)

First year profit for all locations (includes payback of equipment):

\$20,944.00

...without labor costs deducted.



Detailed Summary Sheet

Espresso Variables	Small 8 oz.	Medium 10 oz.	Americano 16 oz.
Grams of coffee used per serving	9	14	19
Servings sold per day	0	0	0
Price per serving	\$1.50	\$2.50	\$3.50
Cappuccino Variables	Small 8 oz.	Medium 10 oz.	Large 16 oz.
Grams of coffee used per serving	9	14	19
Ounces of milk used per serving	3.7	5.3	7.4
Servings sold per day	0	20	5
Price per serving	\$1.50	\$2.50	\$3.50
Latte Variables	Small 8 oz.	Medium 10 oz.	Large 16 oz.
Grams of coffee used per serving	9	14	19
Ounces of milk used per serving	5.8	8.3	10.8
Servings sold per day	0	10	5
Price per serving	\$1.50	\$2.50	\$3.50

Common Variables	
Number of locations	1
Number of machines per location	1
Number of days open per year	365
Cost per pound of coffee	\$10.00
Cost per gallon of milk	\$2.15
Cost of allied items per cup	\$0.15
Cost per Cafiza tablet	\$0.22
Tablets used per day per location	2
Cost per 33oz. bottle of Rinza	\$31.40
Ounces used per day per location	2

Cost per Cup	Small	Medium	Large / Americano
Espresso	\$0.34	\$0.45	\$0.56
Cappuccino	\$0.41	\$0.54	\$0.69
Latte	\$0.44	\$0.59	\$0.75

Total annual profit (with labor costs deducted) for all locations after equipment is paid for:

\$17,299.00

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