



Introducing soft serve ice cream machines from GWIN of Sweden

The new soft serve ice cream opportunity you can't afford to miss.

Special Offer:
20 cartons of
ice cream mix
FREE!

 **GWIN**
OF SWEDEN

www.gwin.se



At last, profits at a price you can afford

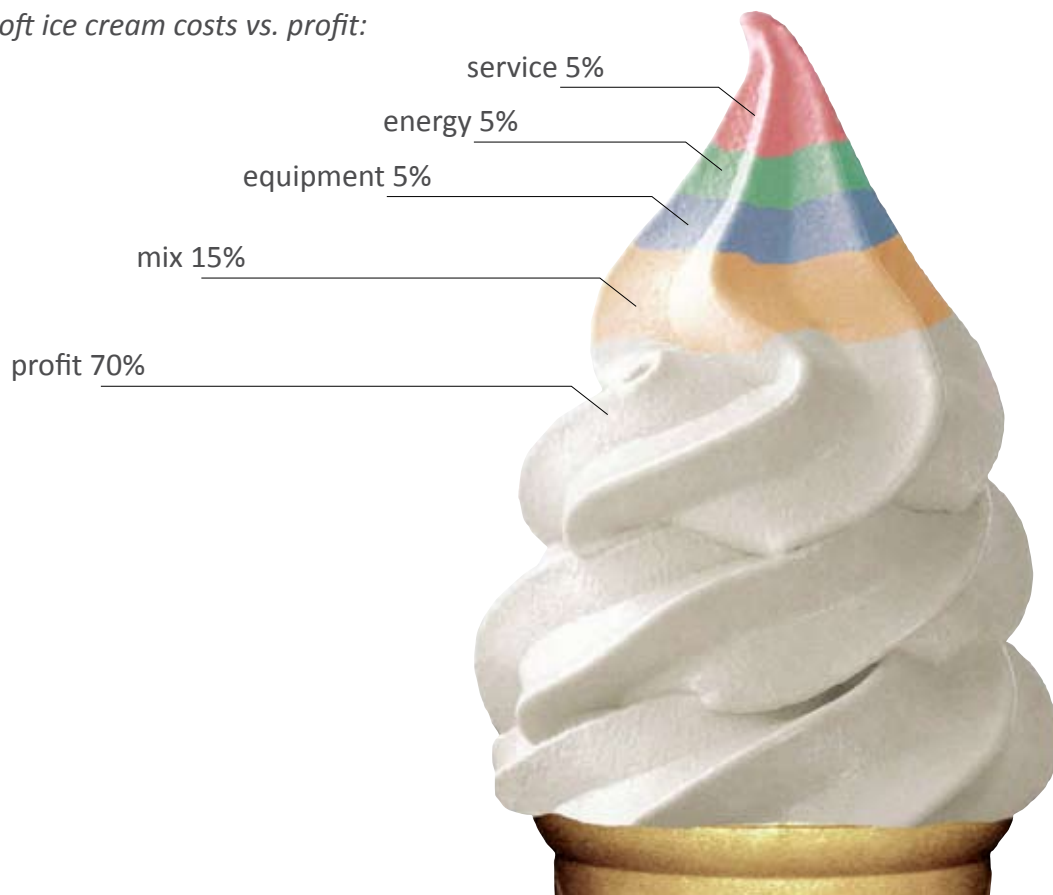
Ask anyone in the food service business. They'll tell you soft serve ice cream is a profit maker. Pour mix into the top of the machine and pour profits out the bottom. But until now, there has been one big problem: the price tag.

For years, soft serve ice cream machines have sold for around SEK 200 000. Or more. That means a long payback time and significant risk for you. GWIN has

developed a line of soft serve ice cream machines that remove these obstacles.

Our line of GWIN soft serve ice cream machines was designed to expand the soft serve market. That's why we have priced them at a fraction of what other brands cost. You get the same level of quality, reliability and support at a fraction of the cost. For the first time, GWIN puts soft serve profits within reach.

Soft ice cream costs vs. profit:



Why you can't afford not to buy this machine

Times are tough, and a lot of people are saying they'll get tougher. Is now really the time to invest in a soft serve ice cream machine?

The time couldn't be better. It's a proven fact that ice cream sales go up when the economy goes down. It's a recession-proof business that can help you through tough times. With a profit margin of over 70% on soft serve ice cream, the average soft serve ice cream vendor in Sweden makes SEK 180 000 in gross profit every season. And if sales of ice cream go up, as predicted, that number will be even higher.

Do the math. GWIN machines pay for themselves in less than one season. After that, it's all profit.

Special introductory offer from GWIN

To make sure you start profiting even sooner, we have teamed up with Sweden's favorite ice cream makers to provide you with a very special offer. For a limited time, buy any GWIN soft serve ice cream machine and we will give you 20 cartons of soft serve mix absolutely FREE. That means for the first 2,160 cones you sell, the ice cream is on us. That adds up to SEK 43 200* in sales from this free gift. But you must order soon, as this offer will only be available for a limited time.

*Based on selling 2,160 cones at SEK 20 with free mix.

Seasonal profit table with special offer

Serving per day	Avg price per serving	Season profit
75	SEK 20	SEK 134 000
100	SEK 20	SEK 189 000
150	SEK 20	SEK 298 000
200	SEK 20	SEK 408 000

Assumptions: Based on a 129 day season (May to Sept.) selling six days per week.

The basic idea behind soft serve ice cream

Soft serve ice cream was invented over seventy years ago in the US. Since then, people all over the world have been enjoying this frozen treat. To make soft serve ice cream, you need a soft serve machine, ice cream mix and air. Here's how it works:

- The mix is poured into the top of the machine into a "hopper." Two hoppers allow you to serve two flavors.
- The mix is chilled to about +3°C as it sits in the hopper. This keeps the mix fresh and reduces the time required to convert it to ice cream.
- Chilled mix is drawn into the freezing chamber, where it is chilled further to -4°C as it is churned and aerated into soft serve ice cream.
- The ice cream remains in the freezing chamber until it is drawn from one of the draw valves. Typically a three-valve machine will provide one valve for each flavor and a center valve that combines the two.
- As the frozen ice cream is dispensed, more mix enters the freezing chamber from the hopper. If the mix level in the hopper gets too low, an indicator lights up on the front panel, reminding the operator to add more mix.



Air - a critical ingredient

The air content in soft serve ice cream (often called overrun) can vary from 0% to up to 70% of the total volume. The amount of air affects the taste, texture and appearance of the finished product. Higher aeration produces ice cream that tastes creamier, feels smoother and appears lighter. It also melts quicker in hot weather. The optimum amount of aeration desired depends largely on local tastes and soft serve traditions. For instance, in southern Europe, customers prefer 30-40% aeration. Customers in the Nordic countries tend to prefer 60-70% aeration. Attaining aeration greater than 30% requires a soft serve machine equipped with an air pump, like the GWIN 150.

The GWIN range of soft serve ice cream machines

All of our soft serve machines feature pre-cooling. This keeps the mix chilled and fresh as it sits in the hopper. With pre-cooling, you do not need to empty and clean out the machine each night. GWIN machines include a digital display and a low-level indicator, so you can keep production running smoothly. They also feature rugged stainless steel housing.

And remember, for a limited time, each of our GWIN soft serve ice cream machines comes with 20 cartons of soft serve mix. That means free mix for your first 2,160 ice cream servings!

Below are brief explanations of some of the vital parts of our machines.

Pre-cooling - This keeps the unused mix in the hopper at around +3°C to avoid spoilage. Units without pre-cooling must be emptied and cleaned each night.

Air pump - Churning alone will create aeration (overrun) of up to 30%. An air pump provides additional aeration to the ice cream, allowing for overrun rates up to 70%.

Stainless steel housing - Stainless steel is the preferred material of professional food service equipment because of its durability and ease of cleaning.



GWIN 10

If you need to optimize space in your business, this gravity-fed, tabletop model is the perfect solution. It is simple, compact and user-friendly. This model offers one flavor and is capable of producing about 150 cones per hour (depending on ambient temperature).

GWIN 10	
Price	SEK 75 000
Housing	Stainless Steel
Flavors	1
Hourly production:	18 L/h
Pre-cooling system:	YES
Electric power:	220 V, 50Hz / 60Hz
Installed power:	1.45KW
Mix hopper:	7L x 1
Freezing cylinder:	1.5L x 2
Main compressor:	Danfoss
Refrigerant:	R22 / R404A / R507
Dimensions:	703 x 497 x 802 mm
Certifications:	CE
N.W.:	120 kg

GWIN 100

A no-frills, gravity-fed, soft serve ice cream machine that is all you need to start your own soft serve business. This machine is a workhorse, capable of producing about 36 liters of ice cream an hour, which equals about 300 cones (depending on ambient temperature).

GWIN 100	
Price	SEK 73 000
Housing	Stainless Steel
Flavors	2 plus mixed
Hourly production:	38 L/h
Pre-cooling system:	YES
Electric power:	220 V, 50Hz / 60Hz
Installed power:	2.5KW
Mix hopper:	6.5L x 2 / (12L x 2*)
Freezing cylinder:	1.5L x 2
Main compressor:	Aspera / ACC
Refrigerant:	R22 / R404A / R507
Dimensions:	735 x 555 x 1335 mm
Certifications:	CB, CE, GOST, RoHS
N.W.:	166 kg

* optional

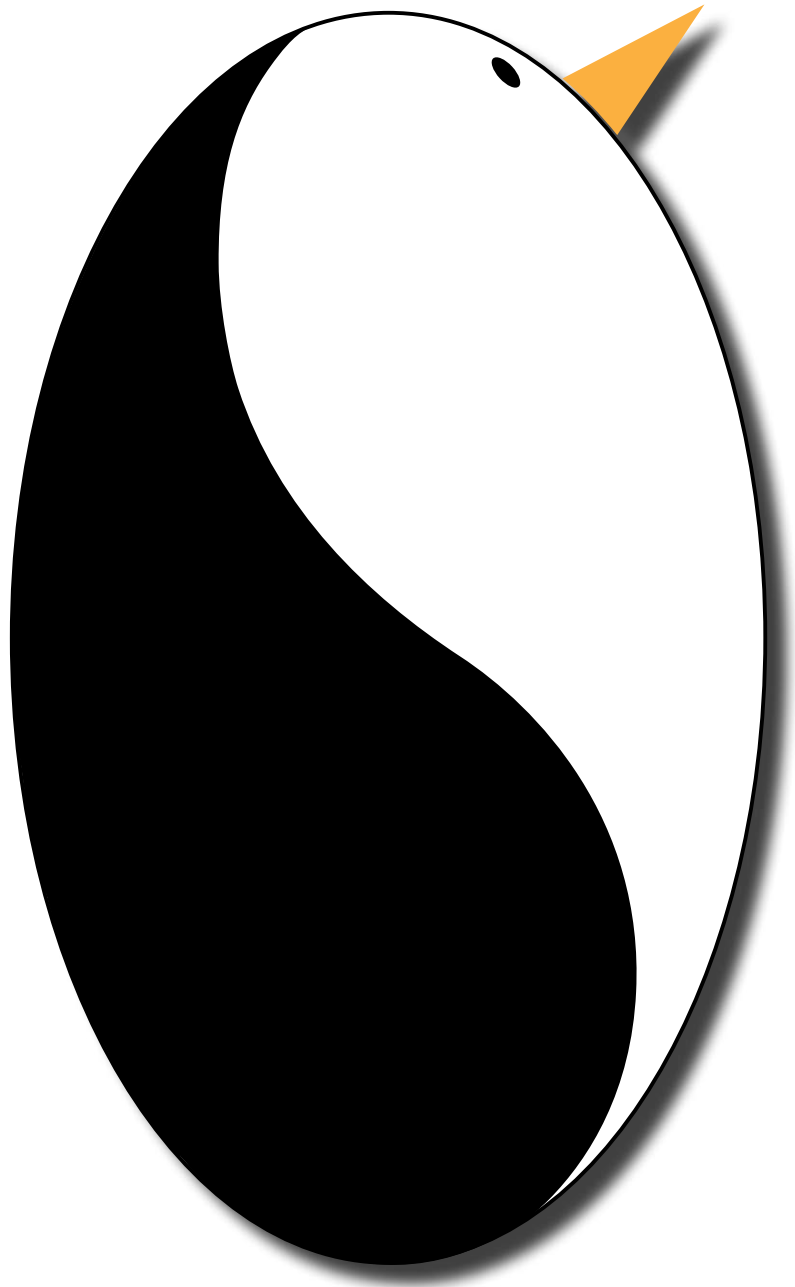


GWIN 150

If your customers want their ice cream light and smooth, this is the machine for you. This full-featured model includes an air-pump that creates soft serve ice cream with up to 50% higher aeration than gravity-fed models. Not only does greater aeration create a smoother treat, but it yields a higher profit margin as well.

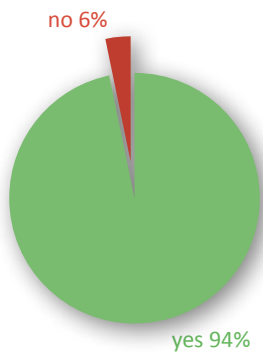


GWIN 150	
Price	SEK 85 000
Housing	Stainless Steel
Flavors	2 plus mixed
Hourly production:	38 L/h
Pre-cooling system:	YES
Electric power:	220 V, 50Hz / 60Hz
Installed power:	2.5KW
Mix hopper:	6.5L x 2
Freezing cylinder:	1.5L x 2
Main compressor:	Aspera / ACC
Refrigerant:	R22 / R404A / R507
Dimensions:	735 x 555 x 1450 mm
Certifications:	CB, CE, GOST, RoHS
N.W.:	190 kg

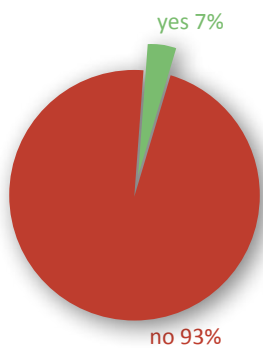


The GWIN soft serve survey

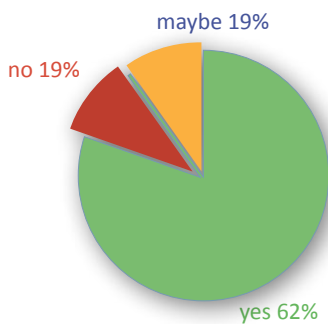
Do you sell ice cream today?



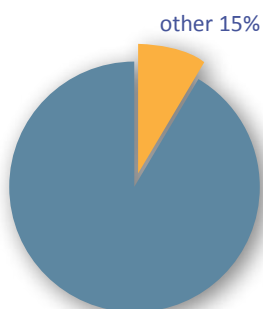
Do you sell soft serve ice cream?



Would you like to sell soft serve ice cream?



What prevents you from selling soft serve ice cream?



cost of soft serve ice cream machines too high 85%

The GWIN story

Everyone loves ice cream. We love ice cream more than most. So we started wondering why so few shops in Sweden offered genuine soft serve ice cream.

We asked around and discovered that 85% of mid to small-sized businesses wanted to offer soft serve but were not able to afford the steep start-up cost involved. In fact, so many people told us that they would buy a soft serve machine if the price was right that we decided to make our own.

That is how GWIN started: with the vision to create soft serve machines that are as durable and reliable as the best on the market, yet priced at a level the market can afford. Ice cream for the people!

Check out our line of GWIN soft serve ice cream machines. If you want the best value in soft serve ice cream machines, just look for the penguin.

Pay as you earn

We've done our best to remove all barriers to your entrance into this lucrative business. Not only do we offer machines at a fraction of other companies' prices, but we offer you the option of leasing our machines as well.

If you qualify with Wasa Kredit, you can pay for the machine with the money you earn from it. We have already made arrangements with Wasa Kredit to get things started for you. Ask your GWIN sales representative to provide you with a contact at Wasa Kredit.



WASA lease calculation:

Machine	Price	Residual Value	Year	Leasing Cost
GWIN 10	SEK 75 000	10%	3	SEK 2 167,50
	SEK 75 000	10%	4	SEK 1 702,50
	SEK 75 000	10%	5	SEK 1 425
GWIN 100	SEK 73 000	10%	3	SEK 2 109,70
	SEK 73 000	10%	4	SEK 1 657,10
	SEK 73 000	10%	5	SEK 1 387
GWIN 150	SEK 85 000	10%	3	SEK 2 456,50
	SEK 85 000	10%	4	SEK 1 929,50
	SEK 85 000	10%	5	SEK 1 615

We'll help get you started, and then keep you going

When you buy one of our soft serve machines, we offer you an affordable service agreement to go along with it. Like all soft serve machines, the best way to maximize your profits with GWIN is to ensure your machine is serviced regularly. This means replacing consumable parts and ensuring that the machine is running at peak efficiency.

Our authorized service partners are located throughout Sweden. They're on-hand to help you with the installation of your machine and any maintenance needs you might require. It's part of our commitment to help make your machine run smoothly and as profitably as possible. Ask your sales representative for more details about your nearest service representative and the GWIN service agreement.

We've got consumables covered

Like all soft serve machines, your GWIN soft serve machine's O-rings and other gaskets should be changed every three months in order to maintain efficiency and prevent leakage. Other consumable parts, such as the design cap and the capacitance, usually need to be changed once a year.

GWIN consumable parts:





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