# How quickly the Curtis Gold Cup adds profit to your operation.

CGC ROI CALCULATOR			
1	COST OF COFFEE/CUP	\$0.48*	\$
2	RETAIL SALE PRICE/CUP	\$2.25	\$
3	PROFIT/CUP	\$1.77	\$
4	AVERAGE CUPS/DAY	15	
5	PROFIT/DAY	\$26.55	\$
6	CGC BREWER COST	\$ <b>2,200</b> †	\$
7	ROI (PAYBACK) DAYS	83	

\*Above example based on \$7/lb coffee.

<sup>+</sup>CGC is based on MSRP. Your numbers may vary.

## **FEATURES & BENEFITS**

- **G4:** Generation 4 digital controls with an instinctive touch screen provide simple training, unmatched accuracy and seamless operation.
- **Twin Brewing Heads:** Brew both sides simultaneously.
- **Siphon Technology:** The brew cone's patented design allows water to rise to the perfect level without exiting for ideal pre-infusion; stops immediately at end of brew.
- **Pre-Wet/Wash Filter:** Streams hot water over paper filters to eliminate any undesirable paper taste prior to brewing.
- **USB Port:** Firmware updates and custom recipes are easily imported and shared.
- **Reduce Waste:** Thanks to single cup brewing, you no longer need to waste pots of decaf or afternoon coffee.
- Hot Water Faucet: Perfect for pre-heating cups or drawing hot water for tea and other instants.





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- 1 Enter your **cost of ground coffee/cup** (typically 1 oz.).
- 2 Enter your retail sale price per cup.
- **3** Subtract **cost/cup** from retail **sale/cup** and enter the **profit/cup**.
- **4** Enter your **average cups/day** sold.
- 5 Multiply profit/cup times cups/day then enter your profit/day.
- 6 Enter your Curtis Gold Cup Brewer (CGC) cost.
- 7 Divide CGC unit cost by profit/day to determine your Return On Investment in days.

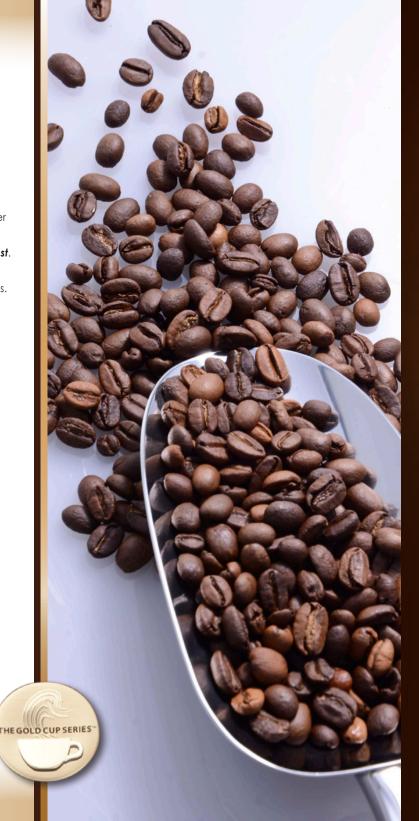


### Specifications

Brew Capacity: 12 - 16 - 20 oz. / side Dim. (H x W x D): 18.125" x 13.125" x 21" (46cm x 34cm x 54cm) Electrical: 120/220V - 50/60hz 12.5/13.4A - 1500/2950W

### WILBUR CURTIS COMPANY

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## Casual Restaurants/Bakeries >

Create a profitable, LTO "brewto-order" single cup program or supplement your everyday batch brewing during off-peak hours.

using pillow packs that require no



What's the best complement for an incredible menu? Incredible "Golden Cup" coffee that delivers the perfect cup, every time.



### Bar/Cafés ►

With your signature coffee menu, customers can relax and enjoy a unique coffee experience at the end of their meal.





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## ▲ Fine Dining

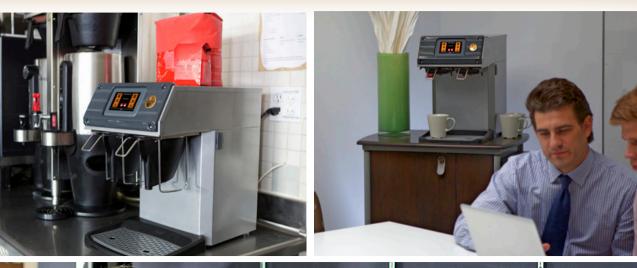
Increase your profitability "one cup at a time" with an "after meal" menu of inspired, perfectly paired, distinctive blends that provide the ultimate coffee & dessert experience.

### Hotels

Offer executive level guests a signature specialty coffee during breakfast or check-in with either self-service or full-service brewing.

## Executive Offices 🍽

Serve your business associates delicious, hand-crafted coffee grinding or measuring.



**Dual Brew Cones** Patented brew cones are designed to extract the most out of either freshly ground or pillow pack coffees.

## Specialty Restaurants ►

