



Commercial slush machine buying guide

Slush drinks first appeared in the UK in the 1970's when the Slush Puppie brand was brought here from North America. Slush also known as slushies, unique appeal is it's semi frozen consistency which cannot be recreated in a can or bottle. Slush drinks have never lost their appeal and are in as high a demand as ever and likely always will be.

Buying a slush machine requires investment and will be in the region of £1000 to £3000, the good news is payback can be incredibly quick and the better machines can go on working for many years. There are a host of good reasons to sell slush, the main one being profit, which is much higher than it is for soft drinks in cans and bottles. Add the value of increased footfall, add on sales and customer loyalty, retailers are on to a winner.

Today the cost of energy is on everyone's minds, did you know a quality slush machine will generally make enough profit with just two cups sold per day to cover its energy costs.

Read more here:

<https://www.snowshock.com/running-costs/>

SLUSH MACHINES

Firstly - How does a slush machine work?

Machines use ordinary 13amp plugs and do not need a water supply. Slush syrups are mixed with water and poured into the slush machine. When the machine is switched on it will turn the liquid into slush and regulate itself across the day. They are put into night time mode overnight and switched back on the following day. The newest machines can handle this automatically too. The slush has a very long shelf life in the machine, around a month, so its very unlikely there will be any waste.

These steps will help you choose the right machine for you:

Step 1 - Which capacity?

Slush machines are generally known as compact which hold around 6 ltrs per tank or regular which hold around 12ltrs per tank. Capacity matters because slush machines with very few exceptions have to be filled manually. It's a matter of how busy an outlet is likely to be. For guidance a 6 ltr tank will hold 20 x 300ml drinks and a 12ltr 40. However re-filling (topping up) is best to be done when it is around 1/2 full. Then the machine will take around 10mins to recover.

Step 2 - How many tanks?

Machines can have 1, 2 or 3 tanks. The general advice is get as many tanks as you can accommodate in the space you have. More flavours give the consumer a wider more interesting range of choices especially when you consider that most consumers want to mix their flavours up. The added benefit is the more tanks the easier it is to keep them filled.

However even if you are restricted by space or budget, this should not hold you back you can still make great sales from even a single tank, compact machine.

Step 3 - Which supplier?

Slush machines are hard working, they work all day every day and hopefully for many years and if they stop, you lose money until they start again. The advice is to find a reputable supplier with the best machines and equally important is their level of customer care. When you need help, you need to know its on hand.

Warranties are so very important too. The cheapest machines are usually return to base warranties and should be carefully thought through. Imagine your machine stopping and to get it fixed you have to send it back. The lost revenue alone will likely be far more than the money saved on the initial purchase price let alone the inconvenience.

View the Snowshock range here

<https://www.snowshock.com/product-category/snowshock-slush-machines/>

SLUSH SYRUPS

All slush is not the same and your customers will vote with their feet. A great tasting, expertly balanced slush, that holds its colour and flavour to the very last drop can be achieved, but not by choosing the cheapest versions.

Which are the best sellers?

If setting up a machine for the first time it's usually best to begin with the 'favourites', however over time your consumers will look forward to trying the rest of the range, so revolving one of the tanks with other flavours is recommended.

The favourites are:

- Blue Raspberry
- Strawberry
- Sour Apple

Other flavours that sell great include:

- Sour Cherry
- Lemon & Lime
- Mango
- Cola
- Blackcurrant
- Exotic Fruit
- Lemonade

- Cherry
- Bubblegum

View the Snowshock range here

<https://www.snowshock.com/product-category/slush-syrups/>

More about slush syrups

Syrups are usually supplied in 5 ltr bottles, with a shelf life of 12 months or more. The quality ones are typically mixed with water at a ratio of 5 parts water to 1 part slush, following the instructions on the bottle. Other mixing ratios are sometimes offered, but this is largely marketing, users often simply have to use more syrup to achieve a decent level of flavour.

Once mixed the diluted syrup needs to be refrigerated or put into the slush machine. Chilling the slush in a refrigerator is a great way of having it ready to go, but also ensuring it freezes faster as most of the chilling work has been done. The slush has a very long shelf life in the machine, around a month, so its very unlikely there will be any waste.

Obviously it's important to purchase recognised brands with at least BRC or SALSA standards of production and traceability.

With slush machines and slush syrups, price is not everything, overall value for money is!