

**New**  
and it's Vegan

On the **GO**  
proposition



### Apple Crisp® ...

... is made from 100% Dutch apples. Fresh apple wedges are coated with a special crispy coating that creates a unique crunch and extra crispy bite. Fried until golden brown and supplied pre-fried and deep-frozen

Purchase

**€1.68**

Retail

**± €6**

## Business Case

(when ordering 2 pallets)

### Apple Crisp (125g portion)

|                          |               |        |
|--------------------------|---------------|--------|
| Retail Price             |               | € 6,00 |
| -/- VAT                  | 9%            | € 0,50 |
| Retail Price ex VAT      |               | € 5,50 |
| Purchase Price Catalog   |               | € 1,68 |
| -/- IAAPA Discount       | 5%            | € 0,08 |
| Offer Price              |               | € 1,60 |
| Transport (example)      | €100 p/pallet | € 0,02 |
| Purchase Price Delivered |               | € 1,62 |

**GROSS MARGIN**

FoodCosts

**€ 3,88**

29,4%

## Packaging



### BOX

- ✓ 16 bags (à 250gr)
- ✓ 32 servings (à 125gr)
- ✓ € 53.76 (per box)

### PALLET

- ✓ 100 boxes
- ✓ 3,200 servings
- ✓ € 5,107 (incl 5% discount)

## Gastronomie Idea's

Sundae Ice  
Apple Crisp

Starter  
Apple Crisp Brie



Pancakes  
Apple Crisp



Vegan Caesar  
Salad Apple Crisp



Slow Cook  
Apple Crisp



Taco Pulled Pork  
Apple Crisp

