



Frozen Beverage Dispensers

EVERYONE LOVES FROZEN™

# A Complete Guide to Frozen Beverage Dispensing for Restaurants & Stores

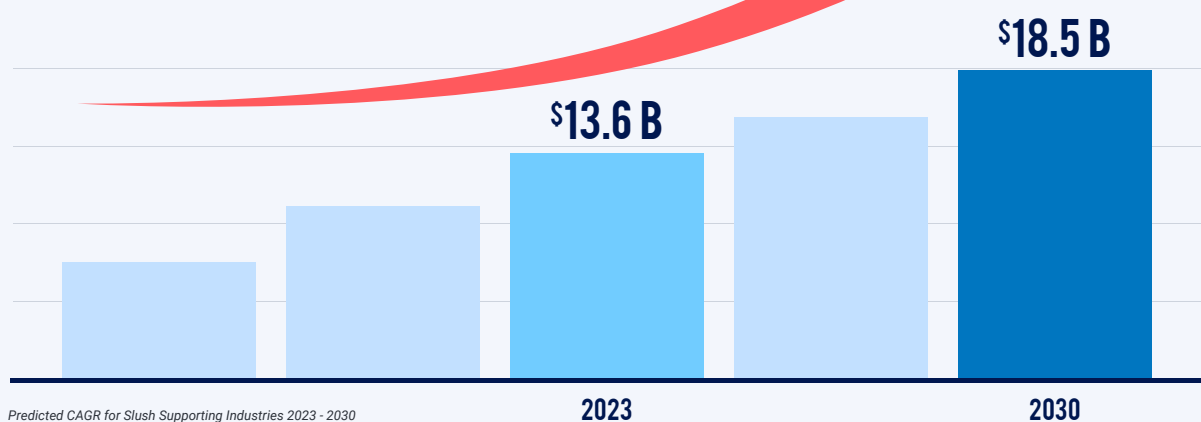


Frozen drinks aren't just for summer; they have year-round appeal that makes them a versatile addition to any menu. In the warmer months, customers are drawn to their refreshing and cooling qualities, while in winter, indulgent frozen treats like creamy nitro-infused beverages or decadent frozen hot chocolates can become seasonal favorites.

**4.5% CAGR**

### Frozen Beverage Market Growth

The frozen beverage market is expected to grow rapidly at 4.5% CAGR.



The frozen beverage market is expected to grow rapidly at 4.5% CAGR. Consequently, it is expected to grow from its existing size of [\\$13.6 Billion in 2023 to \\$18.5 Billion by 2030](#), making it one of the fastest-growing segments in the food and beverage industry. Restaurants, bars, convenience stores, and even movie theaters are cashing in on this opportunity, and so can you.

What's more, these drinks add incredible versatility to any menu. From fruity slushies that appeal to kids and families to sophisticated frozen cocktails for adults, there's a frozen beverage for every audience. Trending options like nitro-infused teas or coffees tap into the premium market, while multi-flavor slushies and customizable drinks create interactive, memorable customer experiences.



Seasonal drinks



Tea & Coffee products



Frozen cocktails



Custom multi-flavor beverages

Adding frozen beverages to your menu isn't just a trend, it's a smart business move. This guide will walk you through everything you need to know to get started, from exploring drink options to finding the perfect machine for your space.

## 01. Exploring Frozen Beverage Options

Frozen beverages are as diverse as the customers who love them. From fizzy, refreshing carbonated drinks to creamy, premium nitro-infused options, there's a style to suit every audience and occasion. Here's a closer look at the most popular types of frozen drinks and what makes each unique:

### Frozen Carbonated Beverages (FCBs)

Light, bubbly, and endlessly refreshing, frozen carbonated beverages (FCBs) are a crowd favorite. These drinks combine carbonation with vibrant flavors like Cherry, Blue Raspberry, and other trending options to deliver a crisp, fizzy texture that keeps customers coming back.



FCBs are especially popular among younger audiences, making them a great fit for convenience stores, quick-service restaurants, and movie theaters.

Thanks to their low production cost, mainly water, carbon dioxide, and a small amount of syrup concentrate, they offer some of the highest profit margins in the frozen beverage category.

### Frozen Uncarbonated Beverages (FUBs)

Classic slushies fall into this category, offering a coarser, wetter texture that's just as delightful. These beverages typically feature fruity flavors, from refreshing lemonade to exotic fruit blends.



Frozen uncarbonated beverages are a hit with families and younger customers, making them a versatile choice for any venue.

Because they use slightly more syrup than FCBs, the profit margin is marginally lower, but they still deliver significant revenue potential. FUBs are perfect for businesses looking to expand their menu with accessible, universally loved options.

### Nitro-Infused Frozen Beverages

For venues catering to premium audiences, nitro-infused frozen drinks offer an upscale twist. By replacing carbon dioxide with nitrogen, these drinks achieve a creamy, smooth texture that enhances the natural aroma and flavor of the beverage.



Nitro beverages are especially popular for aromatic options like frozen coffees and teas, making them an excellent addition to cafés, upscale restaurants, or venues that want to elevate their menu.

## Frozen Cocktails

Nothing says indulgence like a perfectly blended frozen cocktail. From classic margaritas to innovative frozen rosé, these high-margin drinks are a staple for bars, restaurants, and even sporting venues.



Frozen cocktails not only cater to adult patrons but also create a buzz that draws in new customers.

The ease of preparation using FBD's specialized machines ensures consistent quality and fast service, even during peak hours. These drinks are a must-have for happy hour menus and special events.

## Multi-Flavor Beverages

Customization is key for today's customers, and multi-flavor frozen drinks deliver exactly that. With the ability to mix and match base flavors and flavor shots, these beverages turn ordering into an interactive experience.



Multi-flavor technology works across both FCBs and FUBs, making it a versatile option for businesses looking to stand out. Whether you're a movie theater offering mixable slushies or a café experimenting with unique flavor combos, multi-flavor beverages create buzz and increase sales.

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Each of these drink types offers unique benefits and profit potential. The next step is determining which options best align with your business goals and customer preferences.

## 02. Matching Machines to Your Business Needs

The success of your frozen beverage program hinges on choosing the right equipment. FBD offers a variety of dispenser models, each designed to suit specific needs. Whether you're optimizing for limited space, high volume, or premium options, there's a solution tailored to your business.

### 37X Series: Compact, Powerful, and Cost-Effective

The 37X Series is perfect for businesses with limited counter space but steady customer traffic. Despite its compact size, this series offers consistent, high-quality performance and exceptional profitability.



#### Capacity

Pours up to 1,800 oz/hour, with two- or three-barrel configurations available.

#### Best For



Cafés



Snack bars



Convenience  
stores



casual dining  
outlets



Small theaters

#### 37X Series - Key Features

- › **Small Footprint:** Measuring just 15.8 inches wide, the 37X maximizes counter space, making it a great choice for tight setups.
- › **Low Operating Costs:** Energy-efficient components like scroll compressors and LED lighting help reduce utility expenses.
- › **High Profitability:** Combines low acquisition costs with minimal maintenance requirements, offering one of the lowest costs of ownership in the industry.
- › **User-Friendly Design:** An intuitive LCD interface with step-by-step graphics simplifies daily operations and maintenance tasks.
- › **Consistent Quality:** Inline Carbonation™ and OptiFreeze™ technology ensure every drink is perfectly chilled and carbonated.

### 77X Series: High Volume, High Performance

The 77X Series is the ultimate solution for high-traffic businesses. These machines handle large volumes effortlessly, making them ideal for venues where fast service and reliability are critical.



### Capacity

Pours up to 5,160 oz/hour, with two-, three-, and four-barrel models available.

### Best For



## 77X Series - Key Features

- › **Unmatched Capacity:** Designed to excel during peak hours, the 77X features the fastest initial freeze times and rapid recovery—up to 75% faster than competitors.
- › **Space Efficiency:** Despite its high capacity, the 77X boasts a compact footprint, with four-barrel models requiring just 26 inches of counter space.
- › **Durability and Uptime:** Built-in diagnostics and RapidFreeze™ technology reduce downtime and extend equipment lifespan.
- › **Optimized Drink Quality:** OptiPour™ ensures consistent texture and carbonation for every pour, even during high-demand periods.
- › **Energy Efficiency:** Remote condensing options reduce energy consumption by transferring heat outside, keeping indoor environments cooler.

## Multi-Flavor Machines: Variety and Customization

In a market where customer preferences are ever-changing, multi-flavor machines give your business a competitive edge. These dispensers enable patrons to create customized drinks by mixing base flavors with multiple flavor shots.



### Capacity

Offers up to 32 flavor combinations in a single machine.

### Best For



## Multi-Flavor - Key Features

- › **Interactive Experience:** An intuitive touchscreen interface allows customers to mix

and match flavors effortlessly, creating personalized drinks.

- › **Compact Design:** Offers unmatched variety while maintaining a minimal counter footprint.
- › **Advanced Technology:** Inline Carbonation™ and OptiFreeze™ ensure optimal product consistency and quality.
- › **Built to Last:** With an average lifespan of 8+ years, these machines provide long-term value and reliability.
- › **Flexible Configurations:** Multi-flavor options are available in both 37X and 77X series machines, adapting to any space or capacity needs.

## Frozen Cocktail Machines: Premium Drinks Made Easy

Frozen cocktail machines simplify the process of serving alcoholic frozen beverages, combining exceptional quality with minimal labor. These dispensers are a must-have for any venue looking to elevate its drink menu with high-margin offerings.



### Capacity

Pours up to 5,160 oz/hour, with multi-flavor options offering up to 16 cocktail combinations.

### Best For



Bars



Upscale  
restaurants



Sporting arenas



Event venues



Entertainment  
complexes

## Frozen Cocktail Machines - Key Features

- › **Consistent Quality:** Premixed syrups and closed-sealed systems ensure accurate alcohol dosing, eliminating human error.
- › **Minimal Maintenance:** Unlike traditional methods involving blenders, these machines require no daily disassembly or cleaning, saving significant time and effort.
- › **Premium Versatility:** Handles a range of cocktail types, from margaritas to daiquiris and frosés, allowing you to diversify your menu with ease.
- › **High Profitability:** Combines the margins of frozen beverages with the high-value appeal of cocktails, making it a smart financial investment.
- › **Fast and Efficient:** Reduces wait times with rapid pour speeds and quick recovery rates, keeping service smooth even during peak hours.



Each FBD machine is designed with your business goals in mind. Whether you're optimizing for space, volume, or drink customization, these dispensers provide the flexibility, performance, and reliability you need to grow your frozen beverage program.

### 03. The Profit Potential of Frozen Beverages



Adding frozen beverages to your menu isn't just a way to diversify, it's a proven profit driver. These drinks combine low input costs with high retail pricing, making them a cornerstone of any profitable beverage program.

Let's break down the numbers and show how frozen beverages can boost your bottom line.

#### Average Cost-Per-Serving Breakdown

Frozen beverages require minimal ingredients, which keeps production costs low.

For example:

	 Frozen Carbonated Beverages (FCBs)	 Frozen Uncarbonated Beverages (FUBs)
Ingredients	40% water, 50% carbon dioxide, 10% syrup	60% water, 15% air, 25% syrup
Cost per serving	~\$0.50	~\$0.60
Average retail price	\$3.00	\$3.00
Gross profit margin	~70%.	~65%

Even with slightly higher syrup usage, the profit potential of FUBs remains robust.

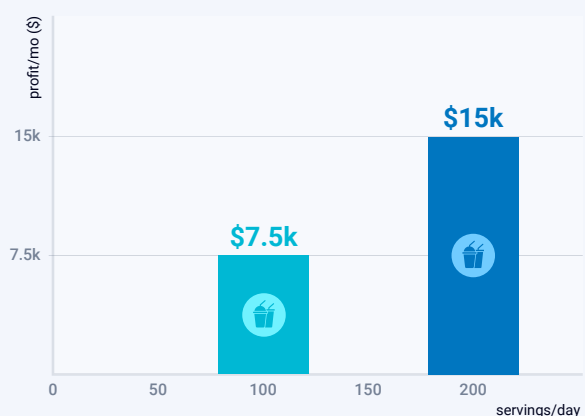
#### Revenue Projections

A high-capacity machine, such as an FBD 77X Series unit, can serve up to 5,160 ounces of frozen beverages per hour.

Let's put that into perspective:

- **100 servings/day:** Generates ~\$7,500 in gross profit per month.
- **200 servings/day:** Doubles your profit to ~\$15,000 per month.

With multi-flavor and premium options like frozen cocktails, these profits can scale even further.







## Upselling Opportunities

Frozen beverages are not just standalone menu items; they're upsell powerhouses.

- ➔ **Combo Deals:** Pair a frozen drink with a meal for a higher average ticket size.
- ➔ **Seasonal Specials:** Highlight limited-time flavors, like frozen pumpkin spice in the fall or frozen hot chocolate in winter, to create urgency.
- ➔ **Premium Add-Ons:** Offer customizations, such as flavor shots or nitro infusions, at an additional charge.



## Why Multi-Flavor and Premium Options Pay Off

- ➔ **Multi-Flavor Machines:** Encourage repeat visits by allowing customers to create their own combinations, enhancing the overall experience.
- ➔ **Frozen Cocktails:** With alcohol-infused options like margaritas and daiquiris, you can capitalize on higher pricing while keeping costs low using pre-mixed syrups.



## The Long-Term Value

Investing in frozen beverage machines offers returns far beyond daily sales. FBD dispensers are engineered for durability, with a typical lifespan of 8+ years. With minimal maintenance and energy-efficient components, your cost of ownership stays low, maximizing profitability.

## 04. Maintenance Made Easy

One of the biggest challenges with traditional frozen beverage dispensers is the time and labor required for maintenance. FBD machines, however, are designed with ease of use and minimal upkeep in mind, ensuring that you spend less time on maintenance and more time serving customers.

Here's how FBD simplifies maintenance:



## Low Daily Maintenance Requirements

FBD's innovative sealed system eliminates the need for daily disassembly and cleaning. Unlike open-bowl machines, which require extensive cleaning to ensure cleanliness and food safety, FBD dispensers only need basic surface care:

- ➔ **Wipe Down:** Clean the exterior with a sanitizer to maintain a spotless appearance.
- ➔ **Drip Tray Maintenance:** Empty and sanitize drip trays daily to prevent buildup.



## Annual Preventative Maintenance

To keep your machine running smoothly, FBD recommends a simple annual check-up:

- **Certified technicians** perform a preventative maintenance service, ensuring your machine remains efficient and reliable.
- This proactive approach minimizes downtime and prevents costly repairs, giving you peace of mind year-round.



## Built-In Diagnostics

Every FBD machine is equipped with advanced diagnostics tools:

- **On-Screen QR Codes:** Instantly access service guides and troubleshooting steps using your smartphone.
- **Dynamic Monitoring:** Active readouts display real-time performance metrics, allowing technicians to quickly identify and resolve issues.



## Energy-Efficient Design

FBD dispensers are built with efficiency in mind, reducing the strain on your resources:

- **Efficient Cooling Systems:** Features like RapidFreeze™ technology reduce compressor workload while maintaining optimal performance.
- **LED Lighting and Scroll Compressors:** These components save energy, lowering operating costs without sacrificing functionality.



## Durability for Long-Term Use

With an average lifespan of 8+ years, FBD dispensers are built to last:

- **Minimal Downtime:** Robust design ensures reliability, even during peak hours.
- **High-Quality Components:** From refrigeration systems to user interfaces, each machine is engineered for long-term durability.

FBD machines redefine maintenance. With low upkeep requirements, advanced diagnostics, and energy-efficient design, you can maximize profitability without the hassle.

## 05. Why Choose FBD?

Selecting the right partner for your frozen beverage program is as important as the machines themselves. FBD stands out as the industry leader, combining cutting-edge technology with unparalleled reliability and support.

Here's why FBD is the clear choice for your business.



### Proven Reliability

With decades of expertise, FBD machines are trusted by businesses worldwide to deliver consistent performance.

- ➔ **Durability:** Engineered to last 8+ years, FBD dispensers minimize downtime and maximize returns.
- ➔ **Performance Under Pressure:** Designed to handle peak-hour traffic with ease, FBD machines excel in even the busiest venues.



### Innovative Features

FBD machines are packed with advanced technology to ensure quality and efficiency:

- ➔ **OptiFreeze™:** Guarantees consistent texture and temperature for every pour.
- ➔ **Inline Carbonation™:** Optimizes carbonation levels for crisp, refreshing drinks.
- ➔ **RapidFreeze™:** Shortens freeze times, reducing wait times during high-demand periods



### Compact and Efficient Design

Space is always a premium in restaurants, bars, and stores. FBD machines are designed with the smallest footprint in the industry:

- ➔ **Space-Saving Footprint:** The 37X Series requires as little as 15.8 inches of counter space, while the high-capacity 77X Series accommodates up to four barrels within 26 inches.
- ➔ **Energy Efficiency:** Scroll compressors, LED lighting, and efficient cooling systems reduce operating costs while delivering high performance.



### Unmatched Customization Options

FBD's multi-flavor technology and frozen cocktail capabilities empower businesses to create tailored beverage programs:

- ➔ **Multi-Flavor Machines:** Offer up to 32 combinations with customizable touchscreens for an interactive customer experience.
- ➔ **Frozen Cocktails:** Premixed syrups ensure consistency in taste and alcohol dosing, perfect for upscale venues.



## Expert Support Every Step of the Way

From choosing the right machine to installation and maintenance, FBD provides comprehensive support:

- ➔ **Dedicated Guidance:** FBD experts assess your unique needs and recommend the best solutions for your space and menu.
- ➔ **Ongoing Support:** Access to certified technicians, detailed manuals, and on-screen troubleshooting ensures smooth operations.

## Take the First Step Toward Frozen Beverage Success

Ready to transform your menu and improve your profits? With FBD's innovative dispensers, you'll serve high-quality frozen beverages with ease while maximizing your revenue potential.

### Contact FBD today

to explore your options and speak with one of our experts. Let us help you create a frozen beverage program that fits your business perfectly.

[Schedule a call with an expert](#)