



SnoLite®

SnoWizard® brings you another "first" with the only truly sugar-like product developed specifically for the shaved-ice industry. Developed in 1995, SnoLite is the number one selling sugar-free simple syrup mix in the country.

If you're not using *SnoLite®* you don't know what you're missing. *SnoLite®* is a convenient and economical way to satisfy the needs of your customers who may be diabetic, dieting or avoiding sugar for whatever reason. Packaged in pre-measured pouches, simply mix with water and you have a sugar-free base syrup that can be flavored with any of our 130 flavors just as you would your regular syrup.

A combination of aspartame and Sorbitol gives SnoLite® a balanced full-level sweetness, without the bitter aftertaste usually associated with sugar substitutes. SnoLite® also contains special ingredients that give your finished product a real "syrup-like" consistency. No more watery concoctions, no more tearing hundreds of little packs of sweetener and no more lost sales. With SnoLite® you can offer your customers a real alternative to sugar.

Not only is SnoLite® a great product, it is also a great bargain. A case of ten packets is only \$33.00 - that's just \$3.30 to make a gallon! This is a little more than the cost of 5 pounds of sugar, but as the example below indicates, this is easily offset by the prices that sugar-free SnoBalls can demand.

So don't delay. Call toll-free 1-800-366-9766 and order your *SnoLite®* today.

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|---|------------------------|-----------------|
| | <u>SUGAR @ 35¢ lb.</u> | <u>SnoLite®</u> |
| Cost to make 1- gallon of syrup (including extract) | \$2.45 | \$3.70 |
| Cost per 12 oz SnoBall* | .06 | .09 |
| Price charged per SnoBall | <u>\$1.00</u> | <u>\$1.50</u> |
| Increased profit per SnoBall | | <u>47¢</u> |

*Based on 40 - 12oz SnoBalls per gallon of mixed flavor.

In taste tests conducted comparing SnoLite® to simple syrup made with sucralose, saccharin, and aspartame alone, more people preferred the taste of SnoLite® simple syrup than simple syrups made with all other sweeteners.

| <u>NUTRITIONAL INFORMATION</u> | |
|---|-------|
| Calories per 1 fluid ounce as prepared with water. | |
| CALORIES | 1.61 |
| CALORIES FROM FAT | 0 |
| TOTAL FAT | 0 |
| SATURATED FAT | 0 |
| CHOLESTEROL | 0 |
| DIETARY FIBER | 0 |
| PROTEIN | 0.11g |
| CARBOHYDRATE | 1.11g |

