



Drink
THIS!



CRUISIN' COOL

- SMOOTHIES
- LEMONADE
- SMOOTHIE BASE
- SOFT SERVE
- YOGURT





MEET FREDDY PINK — HE'S A CRUISIN' COOL GUY

CRUISIN' COOL

ROYALE PROGRAMS

Programs that make easy-to-use even easier! We'll give you individualized training on drink preparation, merchandising, pricing, and maintenance...everything you need to begin selling frozen drinks today.

ATTRACTIVE FREEZER/DISPENSER SYSTEMS

with space saving design. Offering a variety of machines that match your sales volume, with useful options that meet your needs. Choose a gravity machine with or without Auto-Fill for high volume accounts, Visual 1, 2, or 3-bowl for eye-catching attention or easy high-tech timer blender and ice shaver that automatically controls the speed and time of the blend, making the perfect frozen delight every time!

DRINK PROGRAMS

specially formulated to match strategic target markets. Whether a smoothie shoppe, coffee house, restaurant, snack shop or special event, Royale has a frozen product that will satisfy a wide variety of Smoothie and Lemonade tastes.

YEAR ROUND PROMOTIONAL SUPPORT.

Nothing helps boost sales like an eye-catching posters, decals or drink menus. With Royale, you get full sales support including seasonal specialties.

FEATURES & BENEFITS

- ▶ We offer the perfect mix.
- ▶ Delicious fruit flavors made from 100% natural fruit purees and juices.
- ▶ Non-refrigerated and shelf stable products require no extra attention and are always available.
- ▶ Portion Control Pumps available, affordable cost and quality control.
- ▶ Affordable way to boost profits. You can be selling highly profitable frozen delights with a reasonable investment.
- ▶ Customizable beverages easily and efficiently service your own unique customer base.
- ▶ Crème-Smoothie Base. Added to any fruit flavor makes a creamy decadent California-Style Smoothie.

WITH A HIGH TASTE PROFILE, REAL FRUIT EXPERIENCE, FREDDY & CRUISIN' COOL MAKE GREAT TASTING, ICY AND SMOOTH-STYLE, FRUIT-JUICE BASED COLORFUL FROZEN TREATS...BEVERAGE OR DESSERT!

FREDDY KNOWS SMOOTHIE FLAVORS...

- Strawberry
- Orange Crème
- Strawberry Kiwi
- P.O.G. - Passion, Orange, Guava
- Melon Madness
- Mango
- Blue Lagoon
- and...

ROYALE'S FAMILY OF BRANDS OFFERS SOMETHING FOR EVERYONE

wait till you taste our Old fashioned frosted

LEMONADE, YELLOW & PINK

and...

POWDERED SMOOTHIE BASE

and...

POWDERED SOFT SERVE & YOGURT MIXES

...Make COOL frozen delites!

POINT OF SALE MATERIALS:

(Items not shown at actual size.)



Posters

Machine Toppers

Machine Lenses

Cups

PRODUCT APPLICATION

	PRODUCT FORMAT	Gravity Freezer	Visual Freezer	Blender	Ice Cream Machine
Gallon and 1/2 Gal. Jugs	Half Gallon 4:1 Liquid Concentrate	✓	✓	✓	
Bag-In-Box	Bag-In-box 4:1 Liquid Concentrate	✓	✓		
Powdered Pouch	Powder Pouch Soft Serve & Yogurt				✓
	Powder Pouch Smoothie Base	✓	✓	✓	



ROYALE BRANDS. THE ONE SOURCE FOR PROFITABLE FROZEN BEVERAGE PROGRAMS.

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