

A Case for Durability

Try our
Beverage
Profitability
Calculator
inside

How
Profitable
is Your
Blender?



Hamilton Beach
— C O M M E R C I A L —

TABLE OF CONTENTS

- 1 Knowing what you need
- 2 What matters for durability
- 3 Looking at your five-year cost of ownership
- 4 Beverage Profitability Calculator

If you need a machine and don't buy it, then you will ultimately find that you have paid for it and don't have it.

– Henry Ford

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Knowing what you need

The first task when considering a new or replacement blender is to determine exactly what you need. Your goal should be to buy equipment that let's you maximize efficiency and profit, while planning for growth and capacity.

Questions you should ask

- Would a quieter blender improve the ambiance of your establishment?
- How many drinks per day do you expect to blend, and are you planning for growth? If you expect to blend 50 or more drinks per day, consider purchasing a high performance blender versus a basic bar blender.
- What types of drinks will you be blending? If you're blending smoothies and want a velvet smooth drink texture, you will definitely want to consider a high performance blender.
- Would timed or custom programmed cycles be helpful, so that drinks are consistent, and busy operators can focus on your customers?

It may seem that the easy decision would be to buy a basic unit. But if you don't consider the true cost of ownership, you may pay more in the end. This means considering not just purchase price but also the costs of maintenance, repairs, and replacement parts, all of which can add up during the average lifespan of a commercial blender.



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What matters for durability

There are a number of environmental considerations and blender features that have a big impact on the durability and the overall cost of ownership of commercial blenders. These include:

Water

As much as we hope it won't happen, wet equipment in a busy operation is inevitable. Some blenders just can't survive in that environment; whereas the best equipment goes through rigorous water tests in order to survive even the most abusive environments.

Temperature

Efficient motor cooling reduces the likelihood of overheating. Many bartenders overestimate what their blender can handle, only to be disappointed when it shuts down during peak demand. Some blenders come with auxiliary fans that cool the blenders between heavy blend cycles, while others have temperature indicators to alert operators before the blender shuts down.

Clutch drive

A steel clutch drive — the mechanism that transfers power to the blending jar — lasts longer than plastic. Some high performance blenders use plastic clutches that won't hold up to volume over time.

Jar pad sensor

If the jar is not on the blender base, or not properly set in place, the motor-drive coupling will grind, potentially voiding the warranty. A jar pad sensor (found on certain Hamilton Beach Commercial blenders) stops the motor if the container isn't seated properly.

Containers

A blender jar has ball bearings that reduce vibration, extending the life of the jar. Two ball bearings deliver maximum performance and result in less wear and tear, versus less expensive jars with a single bearing. In addition, long-term soaking in sanitizing solution can cause a jar to become brittle and crack. Between drinks, using a container rinser will save water and reduce wear. For that matter, it's always best to have two or more spare containers to keep drinks flowing.

Warranty features

Your food service equipment is a crucial for the profitability of your business. In the U.S., the Express Care Warranty (included with many Hamilton Beach Commercial high-performance blenders), provides a replacement when the issue with your equipment cannot be quickly resolved over the phone. Please see specific warranty details at commercial.hamiltonbeach.com. Certain limitations apply.



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Looking at your five-year cost of ownership

The purchase price of your blender is only a part of the overall cost of ownership. It's important to consider the initial container as part of your upfront investment and to anticipate potential repair maintenance and replacement costs.

Does the make and model you're considering have a high durability rating? Are replacement blades and clutch drives extra or are they covered as part of the initial purchase? Factors such as these will influence your overall total cost of ownership and profitability.

Anticipate the volume of wear and tear

In a commercial environment, two components of your blender that get significant wear and tear are the clutch and the blade. The clutch transfers the power from the motor to the blade, and the blade provides the desired action and ensures the smoothest results. Hamilton Beach® Commercial High Performance blender clutches and blades come with a lifetime warranty, because we've built them to last. You should expect nothing less.



Beverage Profitability Calculator

To help you determine your five-year profit margin based on the blender you select and your usage, we've included a handy calculator. Complete the form below to get your estimated margin for blended drinks.

Annual Usage

Average number of blended drinks per day	50
Number of days open and in operation per year	365
Blended drinks per year	18,250
Total blended drinks over 5 years	91,250

5-Year Blender Costs

Original purchase price	\$900
Container purchase price	\$60
Container replacement	\$60
Drive-clutch replacement*	\$0
Blade replacement**	\$0

Cost per blended drink \$0.01

Average Costs and Profit

Average menu price of a blended drink	\$6.00
Average ingredient costs per drink	\$1.30
Average margin per blended drink	\$4.70

Total Potential 5-Year Profit for Blended Drinks **\$428,875.00**



**Hamilton Beach Commercial Fury™, Tempest®, Summit® and Eclipse™ models include a lifetime warranty on the stainless steel drive clutch and blades.*

