

# Money Maker

Continental style sipping chocolate makes a profitable alternative to espresso. Try Ciocchino from Keylink - a new concept making waves in the luxury hot chocolate market



Ciocchino is a combination of the finest dark Cacao Barry chocolate, blended with a dairy whipping cream alternative and warmed in Keylink's purpose designed Ciocchino dispenser. Serve with a 'Cigarette Russe', a traditional continental wafer biscuit, to complete the experience.

Cocoa, a chocolate shop in Sheffield, has been selling Ciocchino since October last year and partner Kate Shepherd reports that it has been a great success. "People have been coming back to buy it time and time again," she says.

According to Kate, Cocoa sells an average of 48 Ciocchinos a week with Saturdays being the busiest day for them when they sell 20 or more. "The best we've made on some days is about £60-£70 which is 30-35 cups." They make half-batches during the week (one scoop chocolate, half litre cream) and small batches on Saturdays, topping up the machine if needed so they don't have much wastage.

Customers generally enjoy Ciocchino as it comes, but for those who find it too thick Cocoa can add hot milk to make the sort of hot chocolate they're more used to.

"We like experimenting with it and have a tray of spices (which consists of nutmeg, chilli, cinnamon, caramelised nibbed hazelnuts, ginger and cocoa powder) which customers can try putting into their Ciocchino," says Kate. "One customer recently asked if we could do it as a milkshake, which we did by mixing with cold milk and crushed ice."

Cocoa is open six days a week and is selling Ciocchino at £1.95 a shot or £2.25 with added milk.

For further information call Keylink on 01142 457801 or visit [www.keylink.org/ciocchino](http://www.keylink.org/ciocchino)

## Profit calculator

• Average revenue per week	<b>£93.60 (48 x £1.95)</b>
• Revenue per week ex-VAT	<b>£79.66</b>
• Cost of batches per week <small>(assuming the equivalent of 8 mini batches)</small>	<b>£18.64</b>
• Cost of cups/biscuits per week <small>(at 3p per cup, 12p per biscuit)</small>	<b>£7.20</b>
• Net profit per week	<b>£53.82</b>
• Annualised net profit <small>approx (assuming 52 weeks per year)</small>	<b>£2,800</b>