

Our Commitment

The management of ISI CRAN is excited at the possibilities for and the future of the ISI CRAN high-speed Pasta King pasta cookers. We feel it is paramount to integrate quality and value into our products, in order to better serve the “on the go” consumer in today’s fast-paced “eat on the go” world. In today’s market, the mantra to success is “get it done fast”. However, we also realize that equally as important is to “get it done right” and “never sacrifice quality”. Our products are designed and built to conform to strict quality standards. Our pasta cookers are designed to perform safely and reliably each and every time. Today’s consumer demands the highest food quality and cooking consistency. The pasta processed by the Pasta King pasta cooker is always cooked to perfection. At ISI CRAN, our philosophy is simple. Keep it fundamental and base every aspect of our business on integrity. We firmly believe our success is wholly inter-twined with our commitment to total quality, product reliability, cost competitiveness, and customer satisfaction.



Pasta King *Express*

THE LIGHTENING FAST PASTA COOKER

Pasta King *Express*
PERFECT PASTA IN ABOUT 2 MINUTES... EVERY TIME!



Place label here

ISI CRAN
8039 Highland Av.
Downers Grove, Illinois 60516



**SPECIALIZING
IN
HIGH-SPEED
COOKING
EQUIPMENT**



*Serving the food service,
fast food and vending
industries*

ISI CRAN

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The Pasta King

The patented Pasta King line of pasta cookers cook pasta to perfection each and every time. With the high-speed, single-serving, Pasta King Express model, a perfect serving of pasta is cooked in about 2 minutes. The single serving Pasta King Express cooks a variety of dried pasta from short goods such as penne to long goods such as spaghetti. Cooking quality is consistent with Pasta King. Cook time can be controlled by the food service operator to adjust the bite from el dente to soft. The Pasta King Express model is ideally suited to support the hospitality, and vending markets as well as medium-paced fast-food enterprises.

Under development are the following models: the Pasta King, capable of cooking 5 lbs of pasta in ~ 5 minutes, the Pasta King Turbo, with pasta auto-feeder, capable of cooking pasta in under 60 seconds, and the Pasta King Maxim model capable of cooking a whopping 25 lbs of pasta in ~ 6 minutes.

Profitability

The profitability of retailing individual servings of pasta cooked using our high-speed Pasta King Express pasta cooker in a restaurant, hospitality, or vending setting, is detailed in the following tables. The numbers are conservative and based on very low retail price points across four average daily serving sales volumes. The data clearly demonstrates the dramatic cash flow potential as well as short pay-back periods to recoup the cost of initial equipment expenditures.



PASTA IS PROFITABLE WHEN COOKING WITH
Pasta King

Profit Projections - based on a serving size of 3 wt. oz. dry pasta (7.5 wt. oz. cooked)					
Serving Price Point (\$)	Profit per serving (\$)	Percent Profit per serving (%)	Annualized Profit		
			50	100	200
1.99	\$0.674	51%	\$11,788	\$23,577	\$47,153
2.49	\$1.174	89%	\$20,538	\$41,077	\$82,153
2.99	\$1.674	127%	\$29,288	\$58,577	\$117,153
3.49	\$2.174	165%	\$38,038	\$76,077	\$152,153
3.99	\$2.674	203%	\$46,788	\$93,577	\$187,153
4.49	\$3.174	241%	\$55,538	\$111,077	\$222,153
4.99	\$3.674	279%	\$64,288	\$128,577	\$257,153
5.49	\$4.174	317%	\$73,038	\$146,077	\$292,153

Profit per serving calculated by subtracting estimated per plate serving cost of \$1.316 from serving sales price point
Serving cost includes: pasta, 3.5 fl. oz. of sauce, cheese packet, energy, water, labor, and a disposable bowl, fork, and napkin.
Annualized profit based on daily average number of servings sold and 350 business work days per annum.

"INNOVATION AND EXCELLENCE"

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Past King Express: Investment Payback				
Machine price includes 90 day warranty				
Serving Price Point (\$)	Payback in Months			
	Servings sold daily			
	50	100	150	200
1.99	23.2	11.6	7.7	5.8
2.49	13.3	6.7	4.4	3.3
2.99	9.3	4.7	3.1	2.3
3.49	7.2	3.6	2.4	1.8
3.99	5.8	2.9	1.9	1.5
4.49	4.9	2.5	1.6	1.2
4.99	4.3	2.1	1.4	1.1
5.49	3.7	1.9	1.2	0.9

Payback based on one PKE workstation

Our Business

ISI CRAN was started with the specific goal of designing and producing high-speed pasta cooking equipment to support the fast-food, and retail food service markets. Our business strategy is to foster relationships with businesses interested in distributing, and with food service end users. In addition, we are promoting the organization of franchise programs centered around our equipment.

Our equipment is also available for re-branding by customers wishing to license our products to market as their own.

*The Pasta King Express pasta cooker
perfect pasta in about 2 minutes...
every time!*

