

Do your customers have the right ice type for their beverage business?

In the past ice was thought of as a commodity. Frozen water put in a drink to make it cold and refreshing. Today, we have professional mixologist that are very selective on the type of ice they use.



Today's cocktails are artisan drinks from fresh ingredients, drinks made to order with fresh fruit, and homemade carbonation. They not only look great but they taste great too. To have a successful craft cocktail or beverage program you need the right type of ice. While we know that people may go to a restaurant for the food, for the restaurant owner with a bar, the money is made at the bar. On average, soft drink beverages provide about a 60% gross margin. And when we talk about establishments that serve alcohol, cocktails can average around an 85% gross margin, compared to beer at 80% and wine at 78%. *(This information is provided by BevSpot.)*

The type of ice and the quality of the ice can and will determine how your drinks look and taste. That's why having the correct ice type, along with a clean ice machine, with a good filter system is very important to the success of your beverage program.

Manitowoc has 3 different ice types available with some in various sizes for your customers to develop a profitable beverage business.



Large Gourmet Cube

Ice Characteristics:

- Shot Glass Shape, Round Corners = Smooth pour
- Size: 2" x 1 3/4" x 1 1/2" 60g
- Extremely low dilution
- 100% Ice to water Ratio

Used for:

- Craft Spirits
- Pitchers of Sangria, Margaritas
- Any high end Specialty cocktail



Regular Cube

Ice Characteristics:

- Clear, hard Rhomboid shape
- Size: 1 1/8" x 1 1/8" x 7/8"
- Slower Cooling
- Slow dilution
- 100% Ice to water Ratio

Used for:

- Straight Spirits, On the Rocks or Cocktails
- Drinks that are shaken (*for better aeration*)
- Hotter Climates (*longer drink preservation*)



Dice Cube

Ice Characteristics:

- Clear, hard Rhomboid shape
- Size: 7/8" x 7/8" x 7/8"
- Medium cooling
- Medium dilution
- Medium displacement
- 100% Ice to water Ratio

Used for:

- Mixed Drinks – Old Fashion
- Dispensing
- Water Service



Half Dice Cube

Ice Characteristics:

- Clear, hard Rhomboid shape
- Size: 3/8" x 1 1/8" x 7/8"
- Faster Cooling
- Higher Displacement
- 100% Ice to water Ratio

Used for:

- Smoothies
- Ice Coffee
- Dispensing
- Self Serve Beverages



Nugget

Ice Characteristics:

- Cools drinks quickly
- Varying size pieces from 3/8" to 1/2"
- Soft chewable texture
- Higher displacement
- Absorbs the flavor of the drink
- Industry best 88% ice to water ratio

Used for:

- Blended drinks
- "Tiki drinks"
- Smoothies
- Hospitals, Nursing Homes, Schools
- Can be Dispensed



Flake

Ice Characteristics:

- Cools drinks quickly and effectively
- Varying size pieces from 1/4" to 1/2"
- Holds Food and objects in place
- Will not bruise or damage food
- Highest Displacement
- Absorbs the flavor of the drink
- 73% ice to water ratio

Used for:

- Blended drinks
- Food preservation and presentation
- Hospitals, Nursing Homes, Schools

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Contact us for more information regarding our **Manitowoc** and **Koolaire** brand Ice machines.