

## COLA COWBOY COMES TO TOWN

**AFFECTIONATELY KNOWN BY HOTEL AND BAR OPERATORS AROUND AUSTRALIA, THE COLA COWBOY, FOUNDER AND DIRECTOR OF ICE & BEVERAGE SOLUTIONS PAUL JONES, HAS BEEN PROVIDING A CONTRACT-FREE, PROFITABLE AND ENERGY SAVING ALTERNATIVE FOR THE BEVERAGE INDUSTRY FOR THE PAST SIXTEEN YEARS.**

The current value perception understood by venue operators of major syrup suppliers providing free equipment and service, is the catalyst for Paul's business model, nearly two decades ago. Paul's passion to introduce the reality of the cost of contracted-syrup to the industry, has secured a long-standing and loyal customer base.

"Overwhelmingly, we find that venues have a 'giant sleeping profit' within their beverages," states Paul. "Sixteen years ago, we simply developed a quality post mix product, coupled with over twenty-five years of equipment expertise, we then developed an energy-saving equipment solution and removed the industry-norm of contracts. This proved to be enormously welcomed by a variety of venues, from bowling clubs to restaurant chains to hotels."

### **QHA MEMBERS CAN ACCESS A FREE BEVERAGE AUDIT AS PART OF THE COMPANY'S SILVER PARTNERSHIP AND COMMITMENT TO QHA.**

The recent introduction of the Beverage Audit is just the latest solution introduced by the company, whose commitment is to deliver more profit per glass, outstanding service and support and greater power-consumption savings to its customers without the need for contracts.

The Beverage Audit allows time-poor venues to see within minutes a snapshot of where they can increase their annual profit hidden away within their Post Mix Systems and Syrups.

**"SOME QHA VENUES CAN PROFIT UP TO \$20,000 IN THEIR POST MIX ALONE, COUPLED WITH POWER-CONSUMPTION SAVING EQUIPMENT, MANY VENUES HAVE SEEN ROI WITHIN 12 MONTHS..."**

QHA Members can access a free Beverage Audit as part of the company's Silver Partnership and commitment to QHA.

"Some QHA venues can profit up to \$20,000 in their Post Mix alone, coupled with power-consumption saving equipment, many venues have seen ROI within 12 months," said Paul.

In addition, the company provides Beer and Wine Solutions, Frozen Beverage Equipment and Syrups, Ice Machines and Coffee Syrups. To discover how the Cola Cowboy can increase your beverage profits, simply go to [www.iceandbeverage.com.au](http://www.iceandbeverage.com.au) □

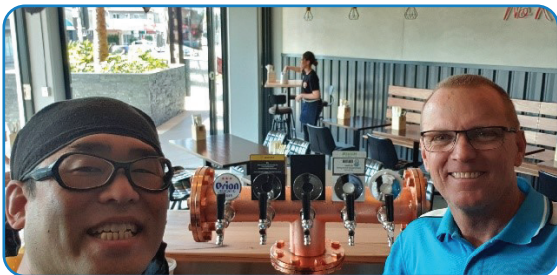


# ARE YOU THIRSTY FOR PROFIT?

Are you paying too much for your Post Mix syrup?  
Continually receiving massive energy bills?

Call us today to compare our Signature Syrups and energy-saving equipment.

You could be making up to **\$20,000\*** in additional profit per year like many other QHA Members.



Contact us on **0415 750 457**

Or email [katrina@iceandbeverage.com.au](mailto:katrina@iceandbeverage.com.au)

Or [www.iceandbeverage.com.au/contact-us](http://www.iceandbeverage.com.au/contact-us)

\*Based on QHA Free Beverage Audit calculations

Proud Silver  
Partners of the



Post Mix Syrups & Systems

Beer & Wine Systems

Frozen Equipment & Syrups

Ice Machines

Coffee Syrups