



# A RAINBOW OF OPPORTUNITY

A FLAVOR FOR EVERYONE



[www.snobiz.com](http://www.snobiz.com)







TREAT YOURSELF TO SWEET SUCCESS!

A COOL BIZ'NESS WITH HOT PROFITS!

FLAVORS & PRODUCTS

MARKETING

ICE SHAVERS

EQUIPMENT

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CARTS

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TOP FAQ



# TREAT YOURSELF TO SWEET SUCCESS!

## SNO BIZ® TREATS ARE BIG BUSINESS

Sno Biz treats have quickly become some of the most popular treats enjoyed throughout the world. People in all corners of the globe have experienced the unique flavors and refreshing taste of a variety of Sno Biz products. Developed by Crystal Fresh, Inc., the shave ice industry leader, Sno Biz products yield high profit margins and owning a Sno Biz operation is an exciting and successful way to be in business for yourself.

- Unique Products and Business Concept
- Extensive Industry Experience
- Steady System Growth
- Exciting, Fun, Full-Time Business

## FANTASTIC SNO BIZ® FLAVORS CUSTOMERS LOVE

From the very first taste, you know that Sno Biz treats are different. Available only through Sno Biz locations, these vibrant, unforgettable true-to-life flavors keep customers coming back for more.

- The Best Flavors in the Industry
- Exclusive, Proprietary Flavors make Sno Biz Treats Unique
- Fresh, New Flavors with World-wide Product Appeal

## LOW INVESTMENT, RAPID RETURN

Compared to franchise-based treat operations, Sno Biz offers an easy startup with low overhead and food costs. No fees\* means a quicker return on your investment and a more profitable business.

- Easy to Start, Simple to Operate
- No Franchise Fees or Royalties
- High Profit Margins

\*USA Only

## LOCATIONS WORLDWIDE

Sno Biz ingredients are dry, shelf-stable products that are easy to ship and store. Their ability to maintain their freshness in any climate makes Sno Biz an ideal business for the global market.

- Hundreds of Locations in the U.S.
- Stores in Asia, Europe, South America, Africa and the Middle East
- Products Accepted by all Cultures
- Plenty of Development Opportunities Worldwide



# A COOL BIZ'NESS WITH HOT PROFITS!

WWW.SNOBIZ.COM

## THE SNO BIZ SYSTEM

Similar to a franchise system, but without the fees and royalties, Sno Biz operators enjoy an established distribution system, proprietary products and equipment, as well as training and marketing support. The Sno Biz logo and identity are registered worldwide for universal brand protection and recognition.

- Local, Regional, National and International Support
- The Most Recognized Name in the Shave Ice Industry

## ONGOING SUPPORT

Along with the finest products, Sno Biz owners receive all of the assistance needed to run a successful operation.

- Specially Designed Equipment
- Marketing Programs and Materials
- New Product Research and Development
- Product Reformulation to fit Local Cultures and Regulations
- Training Programs and Materials

## YOU'RE IN BUSINESS FOR YOURSELF, NOT BY YOURSELF

Sno Biz operators take pride in being their own boss, yet receive all of the support they need from Crystal Fresh and their regional distributor.

- Great Family Business Opportunity
- Protected Territories and Markets



# FLAVORS

Sno Biz flavors are the “Flavors that Rock!” Our flavors simply taste the best. Dry-mix flavor packets are proven to be superior to ready-made liquids because they have a longer shelf life, easier to ship and store and the flavors can be freshly made at your convenience. This minimizes waste thereby increasing your bottom line. Simply mix as needed by adding sugar and water according to the instructions.



- Almond
- Banana
- Birthday Cake
- Blackberry
- Black Cherry
- Blueberry
- Blue Bubblegum
- Blue Raspberry

- ButterBeer
- Cantaloupe
- Cheesecake
- Cherry
- Chocolate
- Cinnamon
- Coconut
- Cola

- Cotton Candy (Pink & Blue)
- Grape
- Green Apple
- Guava
- Kiwi
- Lemon
- Lemonade
- Lime

- Mango
- Margarita
- Orange
- Passion Fruit
- Peach
- Pina Colada
- Pineapple
- Pink Bubblegum

- Pink Grapefruit
- Pink Lemonade
- Pomegranate
- Red Apple
- Red Raspberry
- Rootbeer
- Spearmint
- Strawberry\*



- Tamarind
- Tangerine
- Tiger's Blood
- Tutti Frutti
- Vanilla
- Watermelon







# PRODUCTS

## SHAVE ICE

Sno Biz Shave Ice Treats are made to order using the finest, flakiest sno and vibrant, true-to-life flavors. Authentic Sno Biz Treats are light and flaky, and eaten with a spoon.



## SOUR

Crank up ANY flavor with our SOUR additive! Make a tangy sour orange, a lip puckering sour apple, or a tongue tempting sour cherry. It's easy... just mix your flavors as usual and add the special sour additive.



## DRINKS

Variety is the spice of the Sno Biz Fruit Drink line. Simply add any Sno Biz flavor to soda water to make an old fashioned soda pop!



## CREME TOPPING

An exciting enhancement for any Shave Ice treat. Sno Biz Crème topping is low fat with no cholesterol and gives greater consistency and storage flexibility over sweetened condensed milk.



## SHAKE

Sno Biz Shakes lend a new twist to a popular treat. Sno Biz flavors can be added to soft serve or hard-packed ice cream to create a creamy, sweet treat.







## SNO BLENDED COFFEES

Sno Blended Coffees are made with real coffee and other quality ingredients. Three creamy flavors will tempt both coffee drinkers and non-drinkers: Coffee, Mocha and Vanilla flavors.



## COTTON CANDY

Sno Biz Cotton Candy is made from Sno Biz Dry Flavor packages by just adding Sugar and is sure to satisfy even the sweetest tooth!



## SMOOTHIE

Sno Biz Smoothies are made from our enticing flavors and specially formulated drink base. Adding in real fruit makes a great tasting low fat treat!



## SLUSH

Sno Biz Slush is a semi-frozen beverage using our Fan'tastic Sno Biz flavors!





# MARKETING

Hands down, Sno Biz® has the BEST flavors but we also provide a variety of materials that help make your new venture a success. The Sno Biz Trademark is recognized world-wide in the shave ice industry and our Sno Biz Logo and Mascot, Bizzy, are a symbols of our outstanding products and valued reputation. Sno Biz Dealers are well equipped to run their business at a reasonable cost, eye-catching marketing material and point of sale that will be sure to entice new and veteran Sno Biz fans to come back for more.

DECALS  
STICKERS  
TATTOOS  
APPAREL  
POSTERS  
LOGOS  
BANNERS  
BOGO COUPON  
BALLOONS  
NAME BADGE  
LOGO STAMP  
BIZZY CLUB CARDS  
UMBRELLA  
INFLATABLE 5' BIZZY  
7' BIZZY COSTUME  
TRAINING DVD









# ICE SHAVERS

Sno Biz Shave Ice works best with these recommended shavers to get the finest flakes to fill your cup. We offer Block and Cube shavers, from trusted Manufacturers that offer warranties. Servicing these machines is easy, and we carry parts for each of these machines along with troubleshooting and tips to maintain your shaver for years to come.

## SWAN SI-100 E Available with 115 volt, 220 Volt



The SI-100E is the most popular ice shaver we sell for that made to order treat!

- Produces fine ribbons of snow that absorb the flavor and melts in your mouth
- Easy to operate and maintain.
- The texture of the ice is easily adjusted with a single knob.
- Ideal for high volume locations.
- Approved by the National Sanitation Foundation (NSF).
- One year manufacturer's warranty.
- Available with 115 volt, 220 volt and 12 volt motors.

## SI-3B HAND CRANK ICE SHAVER



This machine is a great machine for weekend parties or family reunions:

- Produces fine flakes of snow that absorb the flavors to make a real shave ice.
- The texture of the snow is easily adjusted with a single knob.
- Requires no electricity.
- Easy to operate and maintain.
- Can hold up to a 7 pound block of ice. (Max: 6" square or 8" diameter by 6" tall)
- Unique vintage appearance.
- Durable construction and cast-iron frame for long use.

## SWAN SI-100 DC



Combine the Quality, Speed and Reliability of the Swan SI-100E with DC power to operate anywhere!

- No more worries of power outages or unreliable voltage.
- Simply connect to a 12 Volt deep cycle marine type battery and you're ready for business!
- This versatile block shaver can hold an 8 LB (3.6 KG) block of ice and shave up to 5 LB (2.3 KG) per minute.
- Comes complete with an internal air foot control
- Ideal for high volume locations and creating new selling opportunities.

## HATSUYUKI HC-8E



The HC-8E Hatsuyuki Cube Ice Shaver sets the standard for the shaved ice industry when it comes to cube shavers. It produces shaved ice that is fluffy, light, and flavorful. This machine is used in thousands of shaved ice stands world-wide.

Features of the cube ice shaver include a blade adjustment knob and a built in lid safety switch which prevents the machine from operating with the lid open. Uses readily available bag ice that can be purchased almost anywhere.



# EQUIPMENT

WWW.SNOBIZ.COM

We are a licensed reseller of Bunn Slush Machines, Vita Mix Blenders, Gold Medal Equipment go to [www.snobiz.com](http://www.snobiz.com) for more information.



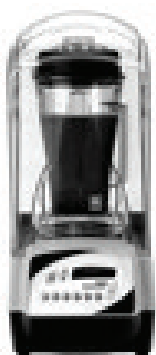
**Gourmet Slush/Frozen  
Cappuccino System**



**Smoothies & Frozen  
Cappuccino**



**Super Sundaes &  
Frozen Dessert**



**Sno Blended Coffees**



**Shakes**



**Cotton Candy**



# ACCESSORIES



## Air Foot Control

115vt Air foot control frees up both hands for making the perfect shave ice. Easy to use and plug in. A must for a long line of hungry customers.



## Ice Chipper

6 steel points will chip away uneven ice. Comes with a heavy-duty rubber handle. A very 'sharp' tool that helps with the block ice.



## Quart Pour Bottles

Sno Biz Logo'd plastic bottles are used to showcase and pour flavor. Made of PET Plastic and are easy to get a bottle brush in to clean. Bottles come without the flavor name label. Dozen/case.



## Pour Spouts

Molded of an extremely soft, flexible material to produce a continuous flow of flavor these pour spouts will last with proper care. Available in blue only. Packed one dozen per bag.



## Screen Pour Spouts

It's nice to have a screen pour spout option when you are outside pouring flavor. Say Bye-Bye to those bees and insects that want a sip of flavor! Packed one dozen per bag. Available in blue only.



## Quart Bottle Caps

Snug fit for the Quart pour bottles. Perfect for storage or transporting. Packed one dozen per bag. Available in white only.





### Vinyl Spout Covers

Cover the Pour spout with an easy to cap spout cover which aids in keeping the flavors clean and away from any debris or insects. Your health inspector will love you.



### Quart Bottle Label Set

The perfect size label to adhere to the quart bottles to distinguish your flavor menu. Comes in a set of all Sno Biz flavors, popular flavor combinations plus 20 blank labels to handwrite for those unique flavor creations.



### Blank Bottle Labels

Label your gallon Containers with write-on labels for the unique flavor combinations.



### Gallon Containers & Caps

These storage containers are how you make the perfect gallon of flavor. The small mouth helps with pouring into the Quart bottle and the handle to grip while shaking vigorously! Packaged dozen/case with Caps included.



### Gallon Bottle Label Set

Labels come in a set of all Sno Biz flavors, plus popular flavor combinations. Use to display your stored flavors in an organized fashion.



### Gallon Mixing Jugs

Extra wide mouth jugs great for mixing Crème Topping, Coffees, Bases and even flavors. No handle. Comes 4/case. Includes caps. Made from PET plastic.



# ACCESSORIES



12 Flavors



24 Flavors



48 Flavors

## Menu Board

Each colorful menu board displays sizes, flavors, combinations and toppings. Prices are customized with a set of included removable stickers. Printed on durable Styrene, a lightweight tough plastic. Your menu can be easily attached to any surface with double-sided foam tape. Best of all it is moisture resistant and lasts up to five years!

Two Sizes available: Small 27" w x 36" h Large 36" w x 48" h



## Blank Board

Post your hours, specials or your own messages! Write-on / Wipe-off with dry-erase markers (not included)

One Sizes available: 27" w x 36" h





# CUPS, NAPKINS, SPOONS, ETC.

WWW.SNOBIZ.COM



## Food Containers

4oz. (1000/CS)      8oz. (1000/CS)  
12oz. (500/CS)      16oz. (500/CS)

## Lids

Dome Lids with Hole for 12/16 oz for Food Container  
Dome Lid with Hole 16/20oz for Drink Cups  
Dome Lids for 12 oz/16 oz for Food Container  
Straw Slot Lid for 16/20oz for Drink Cups



## Napkins

6800/Case

Napkins are a great inexpensive way to promote the brand. Folded they are 6.5" X 5".



## Drink Cups

12oz (1000/CS)  
16oz (1000/CS)  
20oz (500/CS)



## Ice Form Bucket / Lid

Freeze the perfect block of ice with our Ice form bucket and lid (sold separately). Each sold separately or in Ready ship sets of 30 pails/lids.



## Multi-Colored Spoons

1000/Case

Comes in 5 Sno Biz colors, Heavy weight spoon.



## Wire Bottle Rack

Fits 12 bottles perfectly in the durable wire rack with coating. Easy to clean, no assembly required. 13.5l x 12d x 17h (with pour bottle and spout)



# CARTS

## CAMBRO CART



### Benefits

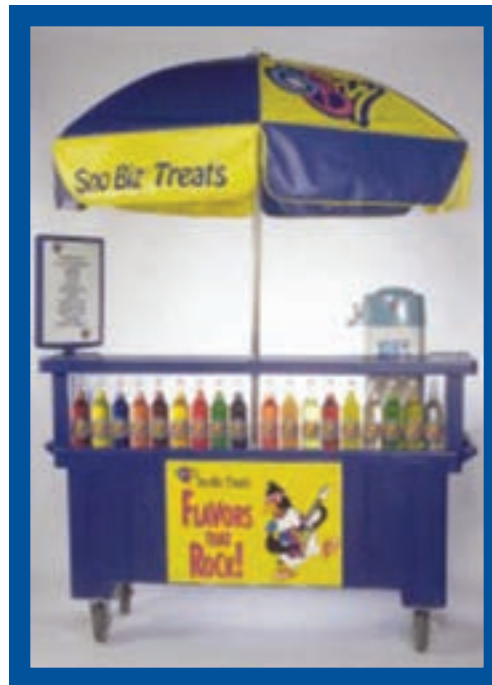
- Easy to transport
- Economical
- Brightly colored for high visibility

### Best Fit

- Special events, beaches, water parks, etc.
- Temporary or seasonal operations
- Pedestrian or mobile crowds

### Other Features

- Serving and display windows
- Roomy storage cabinets
- Attractive interior and exterior lighting



### Cart Specifications

- Manufactured by Cambro
- Durable Polyethylene Construction
- Dimensions with Umbrella: 74 1/4" x 31" x 94"
- Removable Menu Board and Umbrella
- 8" swivel casters with brake
- Custom molded cash box & tray included





# TRAILERS

[WWW.SNOBIZ.COM](http://WWW.SNOBIZ.COM)

Trailers are an easy way to bring Sno Biz to an event or choose to keep in in a permanent location for the season. Built for selling Shave Ice, these trailers are constructed from ground up with quality in mind. Trailers come standard in colors Red, Light and Dark Blue, Yellow, Green and White. Wrapped (as shown) is extra.



**6×10 FDDT**

**6×10 FDDT1X – Extra Serving Window Rear**

**6×12 FDDT**

**6×12 FDDT1XR – Extra Serving Window Rear**

**6×14 SDDT2S – Side Door 2 Serving Window**

**6×14 SDDT1X – Extra Rear Window**

FD Front Door

SD Side Door

DT Detachable Tongue

1X Extra Serving Window ( In Rear of Trailer )

All 14 Foot Trailers are 6'8" Inside Height Standard

All 10 and 12 Foot Trailers are 6'4" Inside Height

14 Foot Trailers have 2 Brake Axles

## STANDARD FEATURES INCLUDE:

- 13,500 BTU A/C
- Serving Window and Screens
- Detachable Tongue
- Bottle Racks
- Tank Gauges (checks all tank levels which is required in some states)
- Freezer (Only keeps ice frozen and holds 50 blocks of ice)
- Deep Cycle Battery
- 12 Volt Interior Lights
- 12 Volt Water Pump
- 3500 lb. 4-inch drop Easy Lube Dexter Axle
- Stabilizers on Rear
- Jack on Tongue w/Wheel
- Smart Battery Charger Built in w/Automatic Operation
- 40 Gallon Gray Waste Water Tank
- 20 Gallon Fresh Water Tank
- 3 Compartment Sink w/ Separate Hand Wash Sink
- 2.5 Gallon Hot Water Heater Fast Recovery
- Outside Serving Shelf
- Metal Counter Tops
- Cabinets and Storage

## Optional Add on Items

- Adjustable Cup Dispensers
- Personalized Graphics
- Awning Door Signs
- Additional Graphics
- Chasing Rope Lights
- LED Tail Lights
- Chrome Wheels
- White Spare Wheel & Tire
- Chrome Spare Wheel & Tire
- Spare Tire & Rack
- Burglar Bars
- NSF Approved Freezer
- NSF Approved 3 Sink
- Heavy Duty Tongue
- Electric Jack





# TOP FAQ

## Q. How can I get more information on the costs of goods sold (COGS) for a typical shave ice or snow cone business?

Sno Biz has an excellent Profit Margin, Very little cost means an attractive profit for you! Here is a sample: One gal. SnoBiz Flavor mix produces 64 - 8 oz., 43 - 12 oz., 32 - 16 oz. servings Flavor used per serving: approx. 1 oz. per each 4 oz. of cup size

	8 oz. size	12 oz. size	16 oz. size
Sno Biz® Flavor	8.52 cents	12.77 cents	17.03 cents
Sugar (for Flavor)	4.45 cents	6.68 cents	8.91 cents
Ice*	0.70 cents	1.00 cents	1.40 cents
Logo Cup	5.78 cents	7.16 cents	8.22 cents
Spoon	1.49 cents	1.49 cents	1.49 cents
Logo Napkin	1.02 cents	1.02 cents	1.02 cents
<b>TOTAL</b>	<b>21.95 cents</b>	<b>30.12 cents</b>	<b>38.06 cents</b>
Selling Price	\$2.00	\$3.00	\$4.00
Cost	0.220	0.301	0.381
Profit	\$1.78	\$2.70	\$3.62
Profit Margin	89%	90%	90%
Mark Up	911%	996%	1051%

\* Figured with ice made on site. To figure ice cost if bought by outside vendor, add 5 cents for 16 oz. servings, 8 cents for 20 oz. servings.

### GROSS PROFIT ANALYSIS BASED ON AVERAGE SALE

Unit Sold Per Day	Profit Per Day	Profit Per Week	Profit Per Month	Profi Per Year
25	\$67.49	\$472.42	\$2,024.66	\$24,295.90
50	\$134.98	\$944.84	\$4,049.32	\$48,591.80
75	\$202.47	\$1,417.26	\$6,073.97	\$72,887.70
100	\$269.95	\$1,889.68	\$8,098.63	\$97,183.60
125	\$337.44	\$2,362.10	\$10,123.29	\$121,479.49
150	\$404.93	\$2,834.52	\$12,147.95	\$145,775.39
200	\$539.91	\$3,779.36	\$16,197.27	\$194,367.19



**Is there any dairy or non-dairy creamer in Sno Biz Flavors?** All of the Sno Biz flavors have no dairy or non-dairy creamer, and are cholesterol, gluten and fat free. Sno Biz carries other products that do contain dairy: Crème topping, Coffees, Shake and Drink Base. Please reference the nutritional information on SnoBiz.com for more details.

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**Can I use the same packet of Sno Biz flavor to make other products?** YES! In fact, one packet of Sno Biz flavor can make a majority of our products: Sno Biz Shave Ice, Super Sundae, Smoothies, Shakes, Shushes, Frozen Desserts, and Cotton Candy.

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**What is the Nutritional information on Sno Biz?** You can reference our website for detailed nutritional information for each product we carry however, here are the basics. No fat—no cholesterol—no gluten, and about as much sugar as a can of soda. We offer low-sugar alternative for our flavors to accommodate our health conscience customers too!

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**How do I become a dealer?** Visit [www.snobiz.com](http://www.snobiz.com) and see who your local distributor is or call our corporate office at 800-742-8342 to find your distributor.

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**Do you offer training?** Yes, we have training videos and a detailed operations manual to make your new venture a success! Depending on your area, we may have local hands on training as well.

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**I would like to purchase equipment, do you offer financing?** Working capital is the heart of running a successful business. Our financing partnerships with several lenders lets Sno Biz Entrepreneurs finance the purchase of larger equipment orders for their Sno Biz operations. If you want to get a new store up and running OR expand a current operation you will appreciate the expertise of Sno Biz financing. For nearly 20 years, our lending partners have been offering innovative leasing programs to businesses that need equipment capital. To begin the application process, contact us at (952) 890-2788.

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**Does Crystal Fresh Inc. control my business operation?** No- Crystal Fresh is extremely FLEXIBLE in the way we run our business. If you prefer to run your business in a trailer instead open up a store -YOU CAN DO IT! If you prefer to just order our Sno Biz and work part-time in the summer months- YOU CAN DO IT. There are no limitations; this is your own business. If you are looking for help or suggestions along the way we will provide them to you at absolutely no charge.



# TOP FAQ



**How do I order Sno Biz products, equipment, marketing materials or paper supplies?** Simply call 1-800-SHAVE-ICE (1-800-742-8342) to get the most up-to-date pricing and fast delivery.

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**How does Crystal Fresh help me become a successful Sno Biz dealer?** A. We've developed a large domestic and international distribution network. Your distributor helps you set up your business on a local level. It's a turnkey approach that walks you through venue and equipment purchases, sales and equipment training, and even local health code requirements. Crystal Fresh supports the Sno Biz brand with product development, brand promotion, marketing support, social media, advertising communications, point of sale materials and graphics.

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**Where could I sell Sno Biz?** A. Sno Biz is sold at malls, free standing buildings, in-line stores, stadiums, amusement parks, festivals, resort hotels, beaches, markets, water parks, zoos, etc. In fact, anywhere there is a gathering or flow of people, there is an opportunity to sell Sno Biz. Visit [www.snobiz.com](http://www.snobiz.com) to find out where there is a location near you or to connect with a Distributor.

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**Why should I join Sno Biz?** That's an easy question! Sno Biz has the absolute best flavors available (sold in smart dry-mix packets that make 1 gallon of syrup), which saves in shipping and handling all with an affordable start-up investment and no franchise fees or royalties in the USA. As an industry leader, Sno Biz has excellent brand awareness and ongoing marketing and advertising support. By becoming a Sno Biz dealer, you're in business for yourself-but not by yourself.

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**What business opportunities does Sno Biz offer me?** The ability to own your Sno Biz business and be your own boss! We will help you succeed with our turnkey marketing and support and give you the tools to make and sell the world's best-tasting shave ice, beverages and other fun treats!

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**Do you have international business opportunities?** Yes! We've secured business



arrangements in much of the world and we're experienced with international shipping requirements. Sno Biz has proven to be very popular wherever our treats are sold. Please contact Crystal Fresh, Inc, directly at 1-800-742-8342 for a referral to one of our international distributors or contact us.

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**Do I need a franchise?** A franchise is not needed in order to operate a Sno Biz business. Sno Biz does not sell franchises nor do we collect any royalties from our dealers in the USA. By owning your business independently, you will have better control over your prices, your product line and business management. Often franchisers will only let you sell certain products or require your location or business to meet certain requirements but with Sno Biz we encourage you to be your own boss and co-operate with other products like hot dogs, popcorn, and pretzels!

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**Does Sno Biz offer protected areas?** Yes! We insist on maintaining a protected radius for each dealer based on population and demographics to allow for our entrepreneurs to succeed. With a protected territory and full brand support, you can confidently operate your Sno Biz business exclusively.

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**Are printed Sno Biz cups, napkins and marketing collateral worthwhile to start my business?** Independent testing proves that dealers gain more sales with brand-imprinted vending materials than plain cups and napkins. It's simply the most effective and most affordable way to advertise directly to your potential customers. We've been in business for over 25 years; our brand is well-known and sells itself.

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**Can I use the logo of Sno Biz or Bizzy, your mascot?** Yes- We encourage that you use our artwork as long as any duplications match the original trademarked artwork and logo. We have colorful logo artwork available for you to reproduce.

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**Where can I order marketing materials?** Sno Biz branded marketing materials work to help you build your business. We offer everything from Posters, Cups, Napkins, Banners, Club Cards, Toys, Stickers, Pins, Coupons, Balloons, Decals, Umbrellas, Stamps, Brochures...to name a few!

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**What does my Board of Health need to know about Sno Biz?** Sno Biz dry flavors have a shelf life of three years and 8 weeks after mixing. You must contact your local Health Department and learn of their rules and regulations before starting with Crystal Fresh. Find out from your local municipality if there are any permits or licenses you will need in order to start selling Sno Biz. If you run into any problems or roadblocks along the way, call us or a distributor and we can help you solve them.





## CRYSTAL FRESH, INC.

12701 Sheridan Ave. Burnsville, MN 55337

Phone: (952) 890-2788

Toll-free in U.S. 800-SHAVE ICE (742-8342)



/snobiz



/snobizfans

[www.snobiz.com](http://www.snobiz.com)