

# Concession Buying Guide



## What types of concession equipment are available?

Choose from a wide variety of concession equipment that will increase sales and profits. Customers can self serve from much of the equipment, increasing impulse sales and profits. All equipment provides quick dispensing of food products for fast turnaround and customer service.



### Important considerations when purchasing concession equipment:

- 1 Available counter space**  
Check that the footprint of the machine fits the allotted counter space.
- 2 Access to electricity**  
All concession equipment, except for condiment dispensers, requires electricity.
- 3 Product user**  
Determine whether customers, employees or both will serve from the equipment. Plan placement of equipment accordingly.
- 4 Additional food products and equipment**  
Gyros, crepes, waffles, popcorn, hot dogs and nachos require additional food for toppings or fillings which will require the purchase of additional equipment.

## Hot Dog machines

While all hot dog machines are easy to use and can be self serve, employee operated or both, the cooking method and design are important considerations. Three cooking methods are available with varying cooking time and display advantages:



### Roller Grills

- Average cooking time is a quick 10-15 minutes
- Rolling movement of grills and hot dogs attract customer interest
- Each roller has its own heating element for consistent cooking and temperature
- Most ideal design for customer self service



### Hot Dog Steamers

- Average cooking time is 20-30 minutes
- Results in traditional hot dog taste
- Steam keeps hot dogs and buns fresher longer
- Buns and hot dogs cook in same space
- Enclosed design keeps food at consistent temperature



### Hot Dog Broilers

- Average cooking time 15-20 minutes
- Rotating rotisseries attract customer attention
- Enclosed design keeps food at consistent temperature

## What else should be considered when purchasing Hot Dog equipment?

### Size of machine

When purchasing a hot dog machine, calculate the potential number of hot dogs sold per hour. Machines can cook from 18 to 850 hot dogs per hour.

### Hygiene and Health Codes

Sneeze guards are a must have with the roller grill hot dog machine, assuring compliance with health codes and boosting customer confidence in the product.

### Bun Warmers

Enhance the hot dog experience by providing warm buns in conjunction with the hot dogs. Sizes of warmers vary, heating from four to 72 buns.

### Bun Boxes

Provide convenient storage and easy access of buns without using more electricity. Bun boxes hold from 32 to 152 buns.

## Condiment and Heated Dispensers



### Pump Condiment Dispenser

- Dispenses one ounce servings
- Perfect for ketchup and mustard



### Ladle Dispenser

- Dispenses one teaspoon per serving
- Perfect for vegetable toppings



### Pump and Pan Dispenser

- Pumps dispense one ounce servings
- Pans dispense relish and other toppings



### Condiment Organizers

- Dispenses individual condiment packets
- No mess



### Heated Pump Dispensers

- Used for hot, viscous liquids such as cheese, chili sauce, and fudge
- Pump controls portion amounts and reduces mess
- Uses either #10 cans or bowl inserts
- Variety of decals available for identification of content



#### Heated Ladle Dispensers

- Used for hot, viscous liquids such as cheese, chili sauce, and fudge
- Gives customers more control over portions
- Drips and spills likely, requiring frequent clean up
- Uses either #10 cans or bowl inserts
- Variety of decals available for identification of content



#### Push Button Dispensers

- Peristaltic pump dispenses product directly from pouch
- Tight air control for extracting more food product from pouch, reducing waste
- Easy removal and replacement of pouch
- Requires least amount of clean up
- Variety of decals available for identification of contents

## Nacho and Popcorn equipment



#### Why purchase Nacho Chip and Cheese equipment?

Chip merchandisers display fresh nacho chips while cheese dispensers provide the hot cheese sauce. Together they make for profit increasing impulse purchases at minimal cost and effort.

The capacity of the merchandiser must be considered as well as the available counter space. Choose a machine that both fits the space and customer demand.



#### Selecting a Popcorn Machine

Available counter space must be calculated before selecting a popcorn machine. Popcorn carts provide the option of keeping counter space clear while still adding popcorn to the concession line of products.

#### What size Popcorn Machine is ideal?

The size of popcorn popper depends on the type of business. High volume businesses such as stadiums and theatres need poppers that produce, at minimum, 240 one ounce servings per hour.

Poppers that produce between 115 and 170 one ounce servings per hour are best suited for medium volume businesses like store concession stands, bars and convenience stores.

## Waffle Bakers

Waffle bakers tempt customers with the enticing aroma of freshly cooked waffles. Waffle bakers are designed for the production of one of three distinct varieties of waffles - **traditional**, **Belgian** and **cone**. The waffle pattern determines the waffle type produced and the recipe used.



### Traditional Pattern

- Used to produce breakfast waffles
- Waffles are thin, dense and usually served for breakfast with butter and syrup topping



### Belgian or Brussels Pattern

- Used to produce a lighter and thicker version of the traditional waffle
- Often served for breakfast or dessert with fruit, confectioner's sugar or whipped cream as toppings



### Cone Pattern

- Used to make thin and dense waffles
- These waffles are often rolled, while warm, into a cone to hold ice cream



## Which are better, aluminum or cast iron plates?

While aluminum heats up faster, cast iron best retains heat. For high volume waffle production, cast iron plates ultimately perform better with three times more output.

## Which are best, round or square plates?

The shape, round or square, is merely a personal preference. It does not affect the taste of the end product.