SAJANI

Ice Cream | Gelato | Frozen Yoghurt

Specialists

SOFT SERVE HANDBOOK

YOUR PRACTICAL GUIDE TO PRODUCTS, PREPARATION, COSTINGS & OPERATIONS

PRODUCT SELECTION

COSTINGS

OPERATIONS

LOCAL SUPPORT

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Sunshine Coast & Gold Coast

2026 Edition V1.5

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Everything you need. All in one place.

PRACTICAL GUIDANCE FOR BETTER SOFT SERVE

Practical guidance for better soft serve

Whether you're adding soft serve to an existing menu or starting a new operation, this handbook helps you make informed decisions with confidence. It takes you from choosing a mix through to serving your first customer, and then refining your menu.
Where to start

- New to soft serve? Start with the basics: page 5
- Choosing a mix and products (cost per serve on page 13): pages 6 to 16
- Planning your operation and menu: pages 17 to 23
- Buying a machine, and what to ask: pages 24 to 26
- Preparing, cleaning and troubleshooting: pages 27 to 33

Machine-specific advice always comes from your machine supplier. For everything else, Sajani is here to help.

Local support
Our head office is in Kunda Park on the Sunshine Coast, with a warehouse in Burleigh Heads. We support customers across South East Queensland and Northern New South Wales. Questions? Call 07 5450 1516 or see page 35.

BUILD YOUR MENU

CHOOSE YOUR MIX

KNOW YOUR COSTS

ASK THE RIGHT QUESTIONS

01

UNDERSTANDING SOFT SERVE

What is soft serve?

Soft serve is made from a liquid mix that is frozen and aerated in a specialised machine, then dispensed at a softer serving temperature than scoop ice cream or gelato.

The result is a smooth, light and creamy product that can be served in cones or cups, used in sundaes and desserts, or blended into thickshakes.

MIX
Start with liquid mix made from powder or UHT

FREEZE & AERATE
The mix is frozen and air is added in a soft serve machine

DISPENSE
Served from the machine into a cone or cup.

The finished result depends on more than the mix

Mix formulation
The right balance of dairy, fat, sugar, stabilisers and flavour gives the best texture, taste and consistency.

Overrun / Air
The amount of air added (overrun) affects texture, volume, mouthfeel and profitability.

Operator technique
Consistent portions, good cone or cup technique and careful handling deliver the best result.

Machine performance
A well-maintained machine operated in accordance with the manufacturer's instructions helps support consistent freezing, aeration and product quality.

Serving temperature
Mix that is too warm, too cold or poorly handled shows up as soft, firm or icy product.

Cleaning & maintenance
Good hygiene, cleaning and routine care help support product quality and food safety. Always follow the machine manufacturer or supplier's cleaning and maintenance instructions.

Practical Tip

"When quality slips, check the mix first (ratio, temperature, handling) before suspecting the machine. See Section 17.

02

POWDERED OR UHT SOFT SERVE MIX?

Which one should I use?

Powder and UHT are the two most common soft serve mix formats. Neither is automatically better. The right choice depends on your preparation, storage, turnover and the way you like to operate

This page gives a quick overview, and page 7 has a detailed comparison.

POWDERED SOFT SERVE

What it is

A dry mix that needs water and mixing to make a liquid mix before it goes into the machine.

Main strengths

Compact and lightweight for storage, efficient to freight, and offers flexibility to prepare individual packets or batches as required.

Preparation

Measure the powder, add it to water and mix until fully dissolved, using the product's ratios and method.

Watch for

Accurate measuring and mixing matter, so staff consistency is important.

UHT SOFT SERVE

What it is

A ready-to-use liquid mix, ultra-high temperature (UHT) processed for a longer shelf life.

Main strengths

Convenient and quick to use, with minimal preparation required. Reduces measuring and mixing steps and can simplify service for staff.

Preparation

Generally no mixing required. Simply chill (if required), open the pack and pour into the soft serve machine. Always follow the manufacturer's instructions.

Watch for

Bulkier and heavier to store and freight. Check the after-opening storage limits.

Practical Tip

Think about who will prepare the mix and how quickly you'll use it. Short on storage space or freight? Powder may suit. Want minimal prep for a changing team? UHT may suit. See page 7.

02 POWDERED VS UHT: PRACTICAL COMPARISON

CONSIDERATION	POWDER	UHT
Format	Dry mix in powder form	Ready-to-use liquid mix (in UHT packs or bladders).
Preparation	Requires measured water and mixing using the products ratios	Generally ready to use (with no or minimal preparation).
Storage before use	Compact and generally stored at ambient temperature, subject to the product instructions	Usually bulkier and heavier to store as water is already included.
Unopened Shelf Life	Follow the product's best-before date and storage instructions	Follow the product's best-before date and storage instructions
Batch flexibility	Flexible stockholding – prepare individual packets as required	Quantity is determined by the opened pack or bladder size.
After opening / preparation	Once prepared, follow the supplier's stated storage conditions and use timeframe.	Once opened, follow the supplier's stated refrigeration and use timeframe.
Formulation	Must be prepared to the specified ratio using the correct amount of water.	Do not dilute or alter the product unless directed by the supplier.

POWDER MAY SUIT YOU IF...

- Storage space is limited.
- Freight efficiency matters.
- You want flexible stockholding.
- Staff can prepare the mix consistently.

UHT MAY SUIT YOU IF...

- Convenience is a priority.
- You want minimal preparation.
- You have suitable storage for the pack size and product requirements.
- Turnover suits the pack size.

Practical Tip

Whichever format you choose, compare cost per finished serve, not carton price. A cheaper pack isn't always the cheaper serve. See page 13.

03

GRAVITY-FED OR PUMP-FED MACHINES?

Two common ways soft serve mix is fed into the freezing cylinder

Soft serve machines generally use either a gravity-fed or pump-fed system to move mix into the freezing cylinder. The feed system can influence overrun, finished texture and potential yield.

This is a general overview only.

GRAVITY-FED

How it works
Mix flows naturally from the hopper into the freezing cylinder using gravity.

Typical result
Generally produces a denser soft serve with lower or more variable overrun.

General comparison assumption
Approx. 30% overrun.

PUMP-FED

How it works
A pump meters the mix and air entering the freezing cylinder.

Typical result
Can produce higher and more controlled overrun, depending on the machine, product and operating conditions.

General comparison assumption
Approx. 50% overrun.

At a glance

Consideration	Gravity-Fed	Pump-Fed
Mix feed	Gravity	Pump meters mix and air
General texture	Denser	Lighter
Overrun	Generally lower / more variable	Generally higher / more controlled
Handbook comparison assumption	30%	50%
Finished yield	Lower at the same starting volume	Finished yield — Potentially higher where greater overrun is achieved

Why does this matter?

The amount of air incorporated into soft serve affects texture, finished volume and estimated serves. This is explained in more detail in Section 4 — Understanding Overrun, Yield & Portion Size.

Practical Tip

Ask your machine supplier what overrun is realistic for your machine and chosen mix, then use that figure in the SmartServe Calculator. See page 13.

04

UNDERSTANDING OVERRUN, YIELD & PORTION

What do overrun, yield and portion size mean?

Overrun is the amount of air incorporated into soft serve during freezing. Yield refers to the total finished volume produced from a prepared mix. Portion size is the amount served to the customer. Together, these factors influence texture, finished volume, the number of serves produced and cost per serve.

1 PREPARED MIX
Start with the volume of prepared liquid mix.

2 ADD OVERRUN
Air is added during freezing, increasing finished volume.

3 ESTIMATED SERVES
Finished volume ÷ serve size = estimated serves.

What does 30% overrun mean?

10 L of mix becomes 13 L of soft serve. Overrun is normal, and it's what makes soft serve light and creamy.
overrun % = (finished volume − mix volume) ÷ mix volume × 100.

How overrun affects the finished product

Texture
More or less air can influence how light or dense the product feels.

Volume & Yeild
Higher overrun gives more finished volume from the same mix, which can mean more serves.

Portion size
Larger serves reduce the number of serves available from each batch.

Cost per serve
Mix cost, usable yield, portion size and wastage all influence the final cost per serve.

Actual results vary
Machine type, product, operating conditions and actual overrun all affect the final result.

Example comparison (before wastage, illustration only)

Consideration	Gravity-Fed Example	Pump-Fed Example
Prepared mix	10 L	10 L
Overrun assumption	30%	50%
Estimated finished volume	13 L	15 L
100 ml serves	130	150

Important reminder
This handbook uses a 100 ml standard comparison serve and general overrun assumptions for illustration only. Actual results vary between machines, products and operating conditions.

Practical Tip
Volume is not the same as weight. Overrun changes the amount of air in soft serve, so it affects finished volume and density. It doesn't mean the product weighs more just because it looks larger.

05

VEGAN, DAIRY-FREE & ALLERGEN AWARENESS

Getting it right for every customer

Soft serve is available in a range of styles, including dairy, yoghurt, vegan and dairy-free options. Each has its own flavour profile, texture and menu application.. The right choice for your business will depend on your target customers, menu fit, customer demand and overall business goals.

Important to remember

VEGAN

Vegan is not automatically allergen-free. Vegan means it is made without animal-derived ingredients. It can still contain allergens such as nuts, soy or gluten.

DAIRY-FREE

Dairy-free is not automatically vegan. Dairy-free means the product is made without dairy ingredients; it may not be vegan.

LACTOSE FREE

Lactose-free is not the same as dairy-free. Lactose-free means lactose has been reduced or removed, but the product may still contain milk proteins.

CHECK THE WHOLE SERVE

A serve is only as suitable as its least suitable part.
Check: The Mix | Cones | Sauces & Toppings | Inclusions & flavouring

BEFORE YOU OFFER DIETARY OPTIONS

Ask your machine supplier how is the machine cleaned between products. Keep current ingredient & allergen information where staff can find it. Train staff to say “I will check” rather than guess.

Sajani can supply ingredient and allergen information for the products wer provide.

Practical Tip

Start with one vegan or dairy-free option you can serve safely and consistently, then expand once you know the demand.

06

CHOOSING THE RIGHT SOFT SERVE MIX

Choosing the best fit

There is no single right soft serve mix for every business. The best fit depends on your menu, customers, preparation and storage requirements, operating style and how you plan to serve it.

Questions to work through before choosing

PRODUCT STYLE & MENU FIT

- What style of soft serve do you want to offer — traditional dairy, yoghurt, vegan or dairy-free?
- What flavour profile best suits your menu and customers?
- Will you offer one core flavour or several options?
- How will the product be served — cones, cups, sundaes, thickshakes or desserts?

PREPARATION & STORAGE

- Do you prefer powder or ready-to-use UHT?
- How much preparation time is practical for your staff?
- How much storage space is available?
- What pack size best suits your turnover?

COST, YIELD & PORTION

What is the cost per finished serve, not just the carton price

- What finished yeild & overrun can you expect?
- What serving size & wastage will you allow for?
- Does the product suits your intended selling price?

OPERATION & MACHINE

- Confirm the product compatibility for your machine.
- Consider expected daily and peak-hour demand.
- Think about ease of use for staff.
- Follow machine supplier advice for machine-specific decisions.

Sajani can help with

- Matching products to your menu style.
- Comparing pack sizes and preparation requirements.
- Costing & yield information
- Comparing powder & UHT for your operation.

Your machine supplier should confirm

- Product compatibility with the machine.
- Installation and operating requirements.
- Machine capacity and recovery.
- Machine specific settings and technical considerations.

Practical Tip

Confirm with your machine supplier that a mix suits your machine before you order it. If you are unsure, ask Sajani about a trial pack first.

07

SOFT SERVE COMPARISON GUIDE

Comparing your options

This guide compares common soft serve styles and formats supplied by Sajani. Use it as a quick reference alongside the earlier sections on mix format, product style and menu fit.

Product style	Typical format	Preparation	General characteristics	May suit
Traditional dairy soft serve	Powder or UHT	Powder mixes require water and mixing. UHT is generally ready to use.	Classic soft serve profile. Smooth, creamy and familiar.	Menus wanting Cones, cups, sundaes & thickshakes.
Premium dairy soft serve	Powder or UHT	Powder: mix with water as directed and rest the mix if specified. UHT: generally ready to use.	Richer dairy profile and higher solids in some products.	Menus wanting a fuller dairy style
Frozen Yoghurt	Powder	Mix with water as directed and allow the prepared mix to rest if specified.	Tangy, refreshing flavour profile	Topping bars, cups and self-serve style menus
Vegan / dairy free	Powder or UHT depending product	Check individual preparation and storage instructions.	Plant-based or dairy-free alternative. Texture and flavour vary by formulation.	Menus offering alternative options
Soft sorbet	Powder	Mix with water as directed.	Fruit-sytle soft serve option.	Lighter menus and fruit-forward offers

Helpful comparison points

- **Format:** Would your team rather measure and mix, or open and pour?
- **Preparation time and staff simplicity:** Who makes the mix on your busiest day, and how confident are they?
- **Storage space and stockholding flexibility:** Where will the stock live, and how often can you reorder?
- **Finished texture and flavour profile**: What do your customers expect: classic and creamy, or light and tangy?
- **Expected yield and cost per serve:** What does one finished serve really cost, not just the carton? (page 13)
- **Menu fit:** Which serves will you build with it: cones, cups, sundaes or thickshakes?

Practical Tip

Consider preparation, storage, flavour profile, finished yield, cost per serve and menu fit. Always follow the current supplier instructions for the specific product you are using.

08

UNDERSTANDING YOUR COST PER SERVE

Why cost per serve matters

Carton price alone does not tell you what a serve actually costs. Prepared mix volume, overrun, wastage and portion size all affect the number of usable serves you can sell. Cost per finished serve gives you a more meaningful way to compare products and plan your menu.

START WITH A USABLE YIELD

- Consider prepared mix volume, finished volume after aeration and expected wastage.
- Allow for wastage — this handbook uses 5% as a general comparison assumption.

STANDARD COMPARISON SERVE

- This handbook uses a 100 ml serve for standard comparisons.
- Your actual serve size may be different.
- Consistent portions make yield and costing more reliable.

MIX COST PER SERVE

- Usable finished volume ÷ serve size = estimated serves
- Mix cost ÷ estimated serves = mix cost per serve
- Actual results vary with overrun, serving size

DON'T FORGET THE EXTRAS

- Cone or cup, lid and spoon.
- Sauces, toppings, inclusions and flavouring.
- Napkins and other serve-specific consumables.

HYPOTHETICAL WORKED EXAMPLE

Illustration only — use your own product costs and actual results.

$25	5 L	7.5 L	7.125 L	=71
packet cost ex GST	prepared mix	finished after aeration (50% overrun)	after 5% wastage	100 ml serves

Mix cost per serve: $25.00 ÷ 71 = $0.35

Separate illustration: if a finished serve costs $1.20 ex GST and sells for $5.00 ex GST, gross profit before labour and overheads is $3.80 and product cost is 24%. Gross profit still needs to cover wages, electricity, rent, merchant fees, equipment, maintenance, freight and other operating costs.

REMEMBER GROSS PROFIT IS NOT NET PROFIT

Mix $0.35 + cone $0.18 + sauce $0.20 + sprinkles $0.10 = $0.83 direct product cost
Small ingredients add up — include everything used to create the finished serve.

WANT TO CALUCLATE YOUR OWN COST PER SERVE?

Use Sajani's SmartServe Calculator to work through overrun, yield and direct cost per serve using your own figures.

SmartServe Calculator

Practical Tip

A lower carton price does not automatically mean a lower serve cost. Include usable yield, portion size, wastage and all serve components when comparing products or setting menu prices.

09

FLAVOURING SOFT SERVE

Adding flavour

Flavouring can help broaden your menu, create seasonal offers and add variety without introducing multiple base mixes. Frosty Boy flavour sachets provide a practical everyday option, while premium flavouring products can be used for more specialised menu ideas.

EVERYDAY FLAVOURING OPTION

Frosty Boy flavour sachets provide a simple way to create different flavours from a compatible soft serve or frozen yoghurt base.

A simple way to add flavour to compatible soft serve and frozen yoghurt bases.

AVAILABLE SACHETS

- **Chocolate** 24 x 125g
- **Caramel** 24 x 125g
- **Tutti Fruitti** 24 x 125g
- **Gingerbread** 24 x 125g
- **Mango & Macadamia** 24 x 125g
- **Dark Chocolate** 10 x 200g

GENERAL GUIDE

- Use the flavour sachet only with a compatible base and follow the dosage and preparation instructions supplied for that specific flavour.
- Different sachets may require different amounts of additional water.
- Individual sachet instructions must always be followed.

GENERAL PREPARATION FLOW

- Prepare the compatible base mix.
- Add the flavour sachet
- Add any additional water specified on the sachet instructions
- Mix thoroughly.
- Allow the mix to rest if required.
- Transfer to the machine and serve according to the supplier's instructions.

PREMIUM / SPECIAL EVENT FLAVOURING

PreGel flavouring products can also be used to create more distinctive or premium soft serve flavours. These products may be better suited to special events, limited-time flavours, seasonal promotions or premium menu items rather than everyday use. Relevant product instructions should always be followed.

NEED HELP GETTING STARTED

If you are new to flavouring soft serve, Sajani can liaise with our suppliers to help provide the relevant measurements, recipe guidance and product information for suitable flavouring options. This helps give you a clearer starting point and greater confidence when introducing flavoured soft serve to your menu.

Practical Tip

Flavour sachets can vary in dosage, added water and preparation method. Always follow the instructions for the exact flavour and base mix you are using.

10

SAUCES, TOPPINGS & INCLUSIONS

Build variety without overcomplicating the range

Toppings can turn one core soft serve into a much broader menu. The aim is not to carry everything, but to choose a range that suits your menu, turns over reliably and works across several items.

HOW TO BUILD THE RANGE

- Use familiar sauces and toppings as the core range.
- Add a small number of premium or signature inclusions.
- Prefer ingredients that can be used across more than one menu item.
- Review slow-moving products and opened stock regularly.
- Keep storage and after-opening requirements simple and visible to staff.

BUILDING A LOADED SOFT SERVE

Create premium serves using a controlled group of ingredients.

RANGE AT A GLANCE

Sauces | Fudges & spreads | Sprinkles | Crumbs & dry inclusions | Chocolate toppings

PORTION CONTROL & PRESENTATION

- Decide on a consistent portion for sauces and toppings.
- Consistent portions help control cost and give customers a more reliable product.
- Avoid overloading a serve simply because more toppings are available.
- Consider colour, texture and contrast when combining toppings.
- A well-presented serve often needs only a few complementary ingredients.

USE TOPPINGS WELL

- Use a small core range to create multiple menu combinations.
- Add premium ingredients only where they add clear value.
- Keep portions consistent so presentation and cost stay controlled.
- Review what sells before adding more complexity.

STORAGE

Storage requirements vary by product. Many sauces, toppings and dry inclusions may be stored at ambient temperature, but always follow the packaging or supplier instructions for unopened and opened storage conditions.

Build variety without building complexity

A small, versatile range of sauces, toppings and inclusions can create multiple menu options while keeping stockholding and service manageable.

11

CONES, CUPS & SERVING ACCESSORIES

The right serve, the right accessories

Cones, cups and serving accessories affect presentation, portion control and ease of service. Choosing the right sizes and formats helps create a practical, consistent serve.

CONES

- A range of wafer, waffle and speciality cones are available
- Choose a size to suit your portion and menu.
- Single and Double Wafer Cones are a popular choice.

COLD CUPS

- Cups are ideal for soft serve, sundaes, thickshakes and dessert menu items. Available in a variety of sizes, materials and styles including plain and printed options.
- Suitable options are available for dine-in, takeaway and selected delivery applications.
- Custom print available

LIDS

- Dome and flat lids are available for cups and take-home cups.
- They can help protect presentation and make takeaway service more practical.

SPOONS & PADDLES

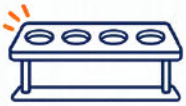
- A range of disposable spoons and paddles are available.
- Suitable for soft serve, sundaes and desserts.
- Choose a size and style to suit your menu and cup size.

NAPKINS & DISPENSERS

Napkins support clean, practical service.

Dispenser options are available for counter service.

ACCESSORIES



Accessories can help organise the counter and streamline service. Options may include cone holders, napkin dispensers and cone storage solutions.

CHOOSING THE RIGHT PRODUCTS

- Consider your menu, portion size and customer base.
- Think about dine-in, takeaway and delivery requirements.
- Custom printed options can help promote your brand.
- Choose a range that suits your service volume and available space.

Practical Tip

The right cones, cups and accessories help support portion control, presentation and efficient service.

12

Plan and build

STARTING A SOFT SERVE OPERATION

Before you commit

Starting a soft serve operation requires more than choosing a machine and a mix. Think about what you want to sell, who you are selling to, likely demand, your site and the equipment needed to support the operation. Good planning helps reduce costly mistakes and gives the new offer a stronger foundation.

PLAN THE BUSINESS

Be clear about how soft serve fits into your overall business and what you want to achieve.

- **Main product or add-on –** decide if soft serve will be your core product or an additional offer alongside other food and drinks.
- **Target customers –** consider who you want to attract (e.g. families, young people, tourists, local community).
- **Type of business –** café, takeaway, food truck, dessert bar, event-based or seasonal operation.
- **Trading hours and peak periods –** Identify likely peak trading periods and how they may affect staffing, stock and machine demand.
- **Offer style –** decide if you want a simple, high-volume offer or a broader, more premium menu.

SITE & MACHINE REQUIREMENTS

Work with your machine supplier to make sure your site and equipment are suitable for your menu and expected volume. Before opening, also confirm the local council, food-business and food-safety requirements that apply to your location and type of operation.

- **Discuss with your supplier** – talk through your menu and expected demand with the machine supplier.
- **Machine specification** – confirm output capacity and recovery for peak trade.
- **Site requirements** – confirm local council, electrical, ventilation, water, drainage and space requirements.
- **Food safety & approvals** – check the registrations, permits, food-safety requirements or approvals that apply to your specific business and location.
- **Cleaning and servicing** – confirm cleaning, servicing and technical support arrangements.
- **Supplier advice takes precedence** – follow the machine manufacturer or supplier's advice.

ALLOW FOR THE FULL SETUP COST

Before committing, consider the costs thay may sit around the machine and initial product order.

- **Site work –** electrical, plumbing, ventilation or bench modifications where required.

Practical Tip

Work out what you intend to sell, who you are selling to and the likely demand before finalising your equipment and product range. The right machine and setup will then be much easier to choose.

12 STARTING A SOFT SERVE OPERATION | Plan and Build

ALLOW FOR THE FULL SETUP COST (CONT.)

Before committing, consider the costs thay may sit around the machine and initial product order.

- **Approvals & compliance –** council, food-business, food-safety or other applicable requirements.
- **Opening stock –** mix, cones, cups, toppings, flavouring and serving products.
- **Operating essentials –** cleaning products, utensils, storage containers and small equipment.
- **Contingency –** allow for unexpected setup costs before opening.

BUILD THE FIRST MENU

Start with a menu that is realistic, manageable and suits your target customers.

- **Flavours –** Start with one flavour or a small range.
- **Menu items –** Choose the core serve types - cones, cups, sundaes, thickshakes or desserts.
- **Dietary options –** Include dietary options only where they suit your customer base.
- **Keep it manageable –**Keep the opening menu simple enough to serve consistently.

ESTIMATE DEMAND

Get a realistic idea of how much soft serve you are likely to sell, based on your location and customer base.

- **Ordinary day –** estimate how many serves you might sell on a typical day.
- **Busy day –** consider higher demand days such as weekends, holidays and special events.
- **Peak-hour demand –** think about your busiest hours and whether you can meet demand during these times.
- **Seasonality and weather –** factor in the impact of warmer weather, school holidays and local events.
- **Storage and stockholding –** Check that you have enough dry, refrigerated or frozen storage for mix, cones, toppings and related products.
- **Be realistic –** avoid overestimating sales, especially when starting out.

Build from the plan

Your menu, expected demand, available space and operating requirements should work togther before you commit to your opening range.

12 STARTING A SOFT SERVE OPERATION | Build the operation

Build the operation

Once you have decided on your concept and target customer, the next step is to build a practical day-to-day operation. That means choosing the product range, organising stock, setting up the workflow, training staff and confirming costs and prices before opening.

CHOOSE YOUR PRODUCT RANGE

- Select powder or UHT.
- Decide whether dairy, yoghurt, vegan or dairy-free options are needed.
- Choose a small core flavour range.
- Select cones, cups and other serving products.
- Add flavouring and toppings only where they support the menu.
- Avoid unnecessary opening stock.

STORAGE & STOCK

- Check the storage requirements for each product, including dry, refrigerated or frozen storage where applicable.
- Plan stock levels around expected demand, supplier lead times and delivery schedules.
- Rotate stock and monitor best-before and use-by dates.
- Keep enough stock on hand for normal trade without overstocking slow-moving items.
- Identify essential products that should not be allowed to run out, such as mix, cones, cups and key toppings.

PLAN THE SERVICE WORKFLOW

Set up a simple and logical workflow so your team can prepare and serve quickly and consistently, even during busy periods.

Prepare
Mix and prepare products as needed.

Store
Keep products at the correct temperature.

Load
Load mix into the machine.

Serve
Dispense the soft serve.

Add toppings
Add sauces, toppings or inclusions.

Hand to customer
Present a great looking serve.

Clean reset
Keep the area clean and ready for the next order.

- Make sure staff can move through the sequence easily.
- Position cones, cups, spoons and toppings within easy reach.
- Keep the bench area clean and workable during peak trade.

- Think about speed, consistency and presentation.
- Remove empty containers and replenish stock before it becomes critical.
- Check that the layout works for both staff and customers.

STAFF & CONSISTENCY

It is important that staff:

- understand product and machine instructions
- follow standard portions
- use consistent sauce/topping quantities
- have allergen information available
- know food-safety responsibilities

COST & PRICE BEFORE OPENING

- Calculate mix cost per serve.
- Add cone/cup, toppings, sauces and other serve-specific consumables.
- Allow for realistic wastage.
- Set a proposed selling price.
- Review gross profit before labour and overheads.
- **See Section 8 for detailed cost-per-serve guidance.**

Practical Tip

Keep your product range, stock, workflow and pricing practical before opening. A simple, well-planned operation is easier to train, manage and improve once trading begins.

12 STARTING A SOFT SERVE OPERATION

Before opening & first few weeks

Before opening & first weeks

Once your products, equipment and service flow are planned, confirm the key details before opening. Then use the first few weeks of real trading to review sales, stock use, service flow and customer response, and adjust where needed.

Before opening — confirm

Use this checklist to make sure all key areas are ready before you start serving soft serve.

Products

- [ ] Soft serve mix selected
- [ ] Preparation instructions available
- [ ] Storage requirements understood
- [ ] Cones, cups and accessories selected
- [ ] Toppings and flavours selected
- [ ] Ingredient and allergen information readily available

Machine

- [ ] Supplier has confirmed suitability
- [ ] Installation requirements completed
- [ ] Operating instructions received
- [ ] Cleaning instructions received
- [ ] Staff trained in operation
- [ ] Service/technician contact details available

Operation

- [ ] Menu finalised
- [ ] Portion sizes set
- [ ] Cost per serve calculated
- [ ] Selling prices set
- [ ] Opening Stock levels established
- [ ] Ordering process understood
- [ ] Storage organised
- [ ] Staff responsibilities allocated
- [ ] Local Council Approval & Food Safety Requirements

Plan for problems before they happen

It's much easier to deal with issues if you have a plan in place. Think about what could go wrong and make sure you know what to do.

- Know who to call if the machine develops a fault.
- Know who to contact if there is a product problem.
- Identify critical products that need backup stock.
- Have a plan for delayed deliveries or unavailable products.
- Have a fallback menu item if one product becomes unavailable.
- Keep supplier and technician contact details easy for staff to find.
- Electrical or refrigeration faults require an authorised technician.
- Product-related issues can be referred to Sajani and we can help source technical advice.

First few weeks – review what is actually happening

Once you start trading, closely monitor how the operation is performing. Compare real results with your plans.

- Best-selling serves – which flavours and combinations are most popular.
- Slow-moving toppings or flavours.
- Actual product size – is it what you expected.
- Actual product usage – how quickly is stock being used.
- Wastage – is there product being wasted.
- Busy periods – when are your peak and quieter times.
- Stock-outs – are you're running out of key items.
- Staff workflow – is the operation running smoothly during busy periods.
- Customer requests – are there new flavours or options customers are asking for.

Use this information to adjust your menu, stockholding and operation based on real sales, not just pre-opening assumptions.

Sajani can help

Sajani can help with product choices, pack sizes, preparation information, flavouring options, cones, cups, toppings and accessories. We can also liaise with suppliers for product or recipe guidance and refer machine-specific questions to affiliated machine suppliers.

Practical Tip

Use real sales, stock use and service patterns from the first few weeks to refine your menu, stockholding and day-to-day operation.

13 Build the menu

BUILDING A PROFITABLE SOFT SERVE MENU

Build the menu

A profitable menu starts with a clear structure. The goal is not to offer everything at once, but to build a range that suits your customers, fits your operation and can be delivered consistently. A focused menu is usually easier to cost, stock, serve and improve over time.

DEFINE THE ROLE OF SOFT SERVE

- Decide whether soft serve is the hero product or part of a wider menu.
- Define the target customer.
- Match the menu to your business type and service style.
- Consider expected volume and available space.
- Decide whether the offer will be simple and high-volume or broader and more premium.

BUILD THE CORE MENU

- Start with a core menu your team can deliver consistently.
- Choose whether you will start with one flavour or a small range.
- Decide on cones, cups, sundaes, thickshakes and other menu uses.
- Consider dairy, yoghurt, vegan or dairy free options where relevant.
- Keep the opening menu tight and practical — you can expand later.

USE A CLEAR PRICE LADDER

- Build simple steps from basic serves to premium serves.
- Plain cone or cup → loaded cone or cup → sundae → thickshake.
- Use sauces, toppings and inclusions to create price steps.
- Make the added value obvious to the customer.
- Avoid upgrades that are confusing or poorly differentiated.

CHOOSE INGREDIENTS THAT WORK HARD

- Choose ingredients that can be used across several menu items.
- Use core sauces, toppings and cones in more than one serve.
- Avoid too many low-turnover products.
- Keep the opening range controlled.
- Add complexity only when demand supports it.

Practical Tip

A profitable menu does not need to be large. Start with a clear structure, controlled range and pricing that makes sense for both the customer and the operation.

13 BUILDING A PROFITABLE SOFT SERVE MENU | Protect the margin

Protect the margin

A profitable menu needs more than a good selling price. Portion control, yield, wastage, stockholding and service speed all affect the result. Review the full picture so your menu is priced and operated for real trading conditions, not just an ideal scenario.

PORTION CONTROL

- Set standard serves for cones, cups, sundaes and thickshakes.
- Set standard sauce and topping quantities.
- Keep serves consistent between staff and shifts.
- Avoid over-serving, which quickly reduces gross profit.
- Use portion guides to support both cost control and presentation.
-

YIELD & WASTAGE

- Consider usable finished volume, not carton price alone.
- Overrun, serve size and wastage affect actual cost per serve.
- Monitor spillage, trimming and unsold prepared product.
- A cheaper mix is not automatically the more profitable option.
- **See Section 8 for detailed cost-per-serve guidance.**

MENU COMPLEXITY & SERVICE SPEED

- A complicated menu can slow service and create errors.
- Too many toppings or low-turnover options can slow service and increase errors.
- Peak-hour service speed matters as much as product creativity.
- Build a menu your team can execute consistently.
- Keep the opening range practical and add complexity carefully.

STOCKHOLDING & SLOW MOVERS

- Do not carry more range than the business can turn over.
- Slow-moving toppings and inclusions tie up cash and storage space.
- Monitor expiry dates and after-opening shelf life.
- Review what sells before expanding the range.
- Favour versatile ingredients over niche items where practical.

GROSS PROFIT IS NOT NET PROFIT

Gross profit is sales less direct product cost. It is not the amount you take home. Your selling price still needs to contribute towards labour, electricity, rent, merchant fees, equipment, cleaning, maintenance and other operating costs. A menu item can show a healthy gross profit but still underperform once the wider cost of running the business is considered.

- Know your direct product cost.
- Allow for the wider costs of operating the business.
- Set prices with the full business model in mind.

BEFORE YOU SET THE PRICE

Check these key costs and factors before you set your selling price.

- [ ] Mix cost per serve
- [ ] Cone or cup cost
- [ ] Sauce / topping cost
- [ ] Spoon, lid or other consumables
- [ ] Wastage allowance
- [ ] Relevant overheads

Practical Tip

A profitable menu depends on consistent portions, controlled wastage, practical stockholding and realistic pricing.

13 BUILDING A PROFITABLE SOFT SERVE MENU

Review and improve

Review and improve

Once your menu is operating, review actual sales, margins and customer response. Use real data and feedback to refine the range, improve profitability and remove what is not working.

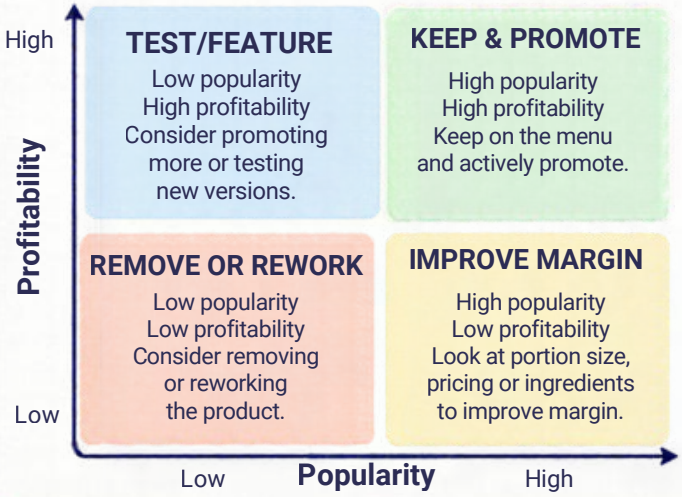
TRACK WHAT ACTUALLY SELLS

Look at real sales data and day-to-day feedback to understand what is working well and where there are opportunities to improve.

- Best-selling serves — identify your most popular flavours, toppings and serve styles.
- Slow-moving items — look at low sales and consider whether to improve, reposition or remove.
- Average spend per customer — check if customers are upgrading or adding extras.
- Actual product usage — compare usage with sales to check portion control and yield.
- Wastage levels — monitor how much product is being wasted and why.
- Peak trading periods — identify your busiest times to help with staffing and stock.
- Customer requests and feedback — note what customers ask for and any common suggestions.

USE A SIMPLE REVIEW MATRIX

Use this simple matrix to help you decide what to keep, improve, test, or remove based on the popularity and profitability of each menu item.



SEASONAL & LIMITED OFFERS

- Use seasonal specials to test new flavours or toppings.
- Limited-time offers can create interest without expanding the permanent menu too much.
- Trial premium or event-based products carefully.
- Remove slow seasonal lines promptly when they no longer suit demand.

REVIEW PRICING & THE RANGE

- Review prices when costs change.
- Check whether upgrades and premium serves still deliver enough margin.
- Remove complexity that does not improve sales or profit.
- Expand only when the current range is performing well.
- A smaller, well-managed menu often performs better than a larger uncontrolled one.

REGULAR MENU REVIEW

- Are best sellers still performing?
- Are portions staying consistent?
- Are margins meeting expectations?
- Are toppings and inclusions turning over?
- Are there products that should be removed or reworked?
- Are there opportunities to test new offers?

SAJANI CAN HELP

Sajani can help you review product choices, serving accessories, toppings and flavour options as your menu develops, and liaise with suppliers for relevant product guidance.

Practical Tip

Use real sales, product usage and margin information to refine the range and focus on what performs best.

14 QUESTIONS TO ASK YOUR SOFT SERVE MACHINE SUPPLIER

Start with your operation, not a machine model

Choosing a soft serve machine involves technical, electrical, operational and product-specific considerations. Give the supplier a clear picture of your menu, expected demand and site conditions before discussing machine options. The machine manufacturer, supplier or authorised technician should always be the primary source of machine-specific advice.

1. START WITH YOUR BUSINESS

- Business type and the role Soft Serve will play in your menu.
- Average daily demand and your busiest 15–30 minute trading periods.
- Year-round or seasonal operation.
- How many flavours you intend to offer.
- Powder or UHT preference, if already known.
- Available storage, preparation, service and machine space.
- Who will operate and clean the machine.

2. GRAVITY-FED OR PUMP-FED?

- Which feed system does this machine use, and why is it recommended for my operation?
- What overrun range is realistic with the products I plan to use?
- How consistent is output under different draw conditions?
- What practical differences should I expect in day-to-day operation?

3. OUTPUT & PEAK DEMAND

- What is the manufacturer-stated capacity?
- How is that capacity measured?
- What happens during sustained demand?
- Is the machine appropriate for my expected peak 15- or 30-minute demand?

4. RECOVERY TIME

- How quickly does the machine recover after repeated serves?
- How many consecutive serves can it handle before consistency changes?
- How do room temperature, ventilation and incoming mix temperature affect recovery?

5. IS A TWIN-BARREL MACHINE A VIABLE OPTION?

- Do I genuinely need two barrels for my expected trade and menu?
- Can each barrel operate independently, and is a twist option available?
- Can different flavours or products run at the same time?
- Are there formulation or cross-contact limitations?
- How does twin-barrel operation affect output, recovery, footprint, power, cleaning and servicing?
- Would a single-barrel machine be more appropriate?

Practical Tip

Expected demand, menu, service style and site conditions all matter. Do not choose a machine from headline capacity alone.

14 QUESTIONS TO ASK YOUR SOFT SERVE MACHINE SUPPLIER

SITE INSTALLATION & DAILY OPERATION

Confirm the site before the machine arrives

Installation requirements vary by machine. Confirm the exact electrical, ventilation, water, drainage, access and clearance requirements with the supplier before purchase and before any site work begins.

6. ELECTRICAL REQUIREMENTS

- Voltage and amperage.
- Single-phase or three-phase.
- Dedicated circuit requirements.
- Plug or connection type.
- Licensed electrician requirements.
- Any electrical conditions that affect warranty.

7. VENTILATION & HEAT

- Required clearances around the machine.
- How ventilation and ambient temperature affect performance and recovery.
- Recommended ambient operating temperature.
- Air-conditioning or ventilation requirements.

8. WATER & DRAINAGE

- Is the machine air-cooled or water-cooled?
- Is a direct water connection required?
- Required water pressure, filtration and connection requirements.
- Drainage requirements.
- What plumbing must be completed before installation?

9. SPACE & ACCESS

- Machine width, depth, height and weight.
- Required ventilation clearances.
- Space needed for cleaning and service access.
- Bench or floor requirements.
- Doorways, stairs, lifts and access for delivery and servicing.

10. CLEANING REQUIREMENTS

- How often must this specific machine be cleaned?
- How long does a normal clean take?
- Which parts are removed and reassembled?
- Which sanitiser and lubricant are approved?
- Does the machine use heat-treatment or automated cleaning features?
- What training is supplied?

11. STAFF TRAINING

- Is installation or commissioning training included?
- Are written procedures or videos supplied?
- How should new staff be trained?
- Who should staff contact if operation is unclear?
- Which tasks must only be completed by an authorised technician?

TAKE YOUR SITE DETAILS TO THE SUPPLIER

Useful information includes available power, proposed machine position, surrounding clearances, ventilation, access dimensions, water and drainage availability, and any bench or floor limitations. Photos and measurements can help identify potential issues before installation.

Practical Tip

Electrical, plumbing, ventilation and access requirements can materially affect the true setup cost. Confirm the exact requirements for the specific machine before purchase.

14 QUESTIONS TO ASK YOUR SOFT SERVE MACHINE SUPPLIER

SUPPORT, WARRANTY & TOTAL COST

Think beyond the purchase price

The machine becomes part of your daily operation. Before purchase, understand who will service it, how quickly support and parts are available, what the warranty covers and the true cost of installation and ongoing support.

12. SERVICING & TECHNICAL SUPPORT

- Local technician coverage.
- Typical service response times.
- Telephone or remote support.
- Spare parts availability.
- Recommended preventive maintenance.
- After-hours support if the machine is critical to trade.

13. WARRANTY

- Warranty period.
- Parts and labour coverage.
- Technician travel coverage.
- Authorised-service requirements.
- Maintenance and cleaning conditions.
- Commercial-use exclusions, if any.

14. NEW, USED OR RECONDITIONED

- Age and service history.
- Who inspected, serviced or refurbished the machine.
- Current parts availability.
- Ongoing technical support.
- Warranty provided.
- What testing or inspection has been completed before sale.

15. TOTAL INSTALLATION COST

- Machine purchase price.
- Freight and delivery.
- Installation and commissioning.
- Electrical work.
- Plumbing and drainage.
- Ventilation or air-conditioning changes.
- Bench or floor modifications.
- Training, cleaning equipment and initial servicing.

WHAT TO TELL YOUR MACHINE SUPPLIER

- What you plan to sell and how many flavours you want to offer
- Expected daily volume and peak demand
- Whether the business is year-round, seasonal, mobile, café, takeaway or event-based
- Powder or UHT preference, if already decided
- Available site dimensions, power, ventilation, water and drainage
- Who will operate and clean the machine
- Any future plans likely to increase volume or menu complexity

WHERE SAJANI FITS

Sajani can assist with soft serve products, pack sizes, supplier preparation information, ingredients and allergens, flavouring, cones, cups, toppings, serving accessories and general cost-per-serve comparisons.

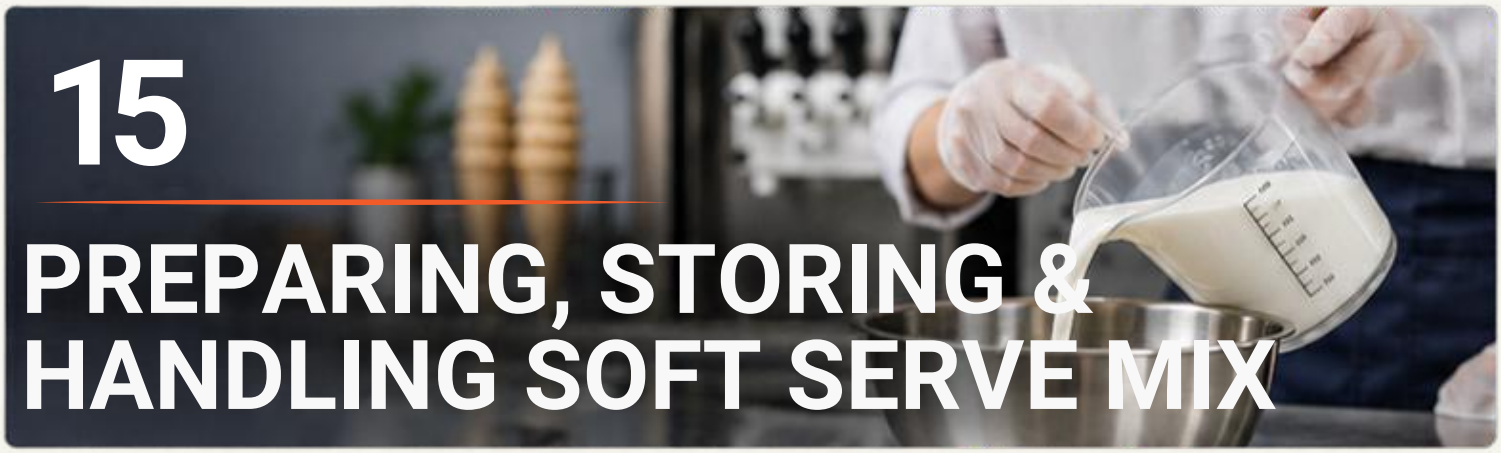
Sajani does not sell, recommend, select, install, service or technically support soft serve machines. We can refer your requirements to affiliated machine suppliers for appropriate advice.

MACHINE REFERRALS

- Crew – www.crew.net.au
- JL Lennard – www.jllennard.com.au
- Italian Gelato Concepts – www.italiangelato.com.au

Practical Tip

Always follow the specifications and instructions provided by the machine manufacturer, supplier or authorised technician for the exact model being considered.



15 PREPARING, STORING & HANDLING SOFT SERVE MIX

Good results start before the mix reaches the machine

Preparation and handling affect consistency, yield, product quality and food safety. Because requirements vary by product, always follow the current supplier or manufacturer instructions for the exact mix being used.

POWDERED SOFT SERVE

- Measure the specified amount of clean water.
- Add the powder using the supplier's stated ratio and mixing method.
- Mix until fully incorporated and smooth.
- Allow the mix to rest if required.
- Re-mix before use if directed.

UHT SOFT SERVE

- Usually supplied ready to use.
- Chill before use only where the product instructions require it.
- Do not dilute or alter unless directed by the supplier.
- Once opened, follow the stated refrigeration and use-by timeframe.
- Do not assume all UHT products have the same after-opening requirements.

GENERAL PREPARATION FLOW

CHECK
Use the current product instructions.

→

MEASURE
Use the stated quantity of water or product.

→

MIX
Prepare using the specified mixing method.

→

REST
Allow the mix to rest where required.

→

USE
Transfer the mix and use according to product and machine instructions.

IMPORTANT PREPARATION RULES

- Use clean food-grade utensils and containers.
- Use the correct water ratio — do not guess.
- Prepare batch sizes that suit realistic trade.
- Keep the current product instructions available for staff.

Practical Tip
Water ratios, mixing methods, resting times and storage requirements vary between products. Do not apply one preparation method to every mix.

15 PREPARING, STORING & HANDLING SOFT SERVE MIX

STORAGE & SAFE HANDLING

Storage rules vary by product

Shelf life, refrigeration requirements and after-opening timeframes vary between products. Follow the instructions for the exact mix you are using rather than applying one storage rule to every product.

UNOPENED PRODUCT

- Store according to the packaging instructions.
- Protect bags, cartons and bladders from damage.
- Rotate stock so older dated product is used first.
- Do not use product from damaged or compromised packaging.

OPENED OR PREPARED MIX

- Once opened or prepared, the product may become more perishable.
- Follow the supplier's stated storage temperature and use timeframe.
- Keep containers covered where required.
- Label prepared batches where your food-safety procedure requires it.

REFRIGERATION & TEMPERATURE

- Use suitable refrigeration where required.
- Avoid leaving opened or prepared mix out longer than necessary.
- Return product promptly to its required storage conditions.
- Make storage requirements clear and easy for staff to follow.

STOCK ROTATION

- Use a clear first-in, first-out system.
- Keep opened product identifiable.
- Match prepared batch size to realistic turnover.
- Avoid opening more stock than the operation is likely to use.

ALLERGEN AWARENESS

- Keep current ingredient and allergen information available.
- Use clean utensils and preparation containers.
- Remember that cones, sauces, toppings and inclusions may introduce additional allergens or cross-contact.
- Vegan or dairy-free does not automatically mean allergen-free.

BATCH CONTROL & CONSISTENCY

- Follow the same method each time.
- Do not change ratios to compensate for machine issues.
- Do not combine batches unless permitted by the product instructions and your food-safety procedure.
- Keep instructions where staff can see them.

PRACTICAL REMINDER

Keep storage procedures simple, visible and consistent. Clear product instructions, labelling and stock rotation help reduce mistakes and waste.

Practical Tip

Correct storage and clear batch control protect consistency and reduce waste.

15 PREPARING, STORING & HANDLING SOFT SERVE MIX | DAILY HANDLING CHECKLIST

A simple routine reduces mistakes

Use this checklist alongside the current product instructions, your food-safety procedures and the machine supplier's operating guidance.

BEFORE SERVICE

- Check the product and packaging.
- Confirm the current preparation instructions.
- Check that opened or prepared mix is within its stated use period.
- Prepare only the quantity needed for expected trade.
- Make sure clean utensils and containers are ready.

DURING SERVICE

- Keep product in the required storage conditions when not in use.
- Maintain clean handling practices.
- Keep batches identifiable.
- Prepare additional mix only as required.
- Do not alter the formula to correct a machine or texture issue without first checking the cause.

END OF SERVICE

- Check remaining mix against the product's storage and use instructions.
- Store retained product correctly where permitted.
- Discard product that cannot be safely retained.
- Clean and sanitise utensils and preparation areas.

COMMON HANDLING MISTAKES

- Using the wrong water ratio.
- Skipping a required resting step.
- Assuming every powder or UHT product is prepared the same way.
- Opening more stock than turnover requires.
- Using outdated instructions.

WHEN TO DISCARD PRODUCT

- Packaging is damaged or compromised.
- The stated storage or use timeframe has been exceeded.
- The product has been contaminated or handled outside your food-safety procedure.
- There is unexplained abnormal appearance or odour.

WHEN TO CONTACT SAJANI

- If preparation or storage instructions are unclear.
- If you need current ingredient, allergen or shelf-life information.
- If a product appears to vary from normal.
- **For machine performance or technical issues, contact the machine supplier or authorised technician.**

CONSISTENCY MATTERS

Keep the daily routine simple enough that every staff member can follow it consistently.

Practical Tip

Good preparation, clear storage rules and simple daily routines help staff serve a better product every day.

16 CLEANING, SANITISING & ROUTINE CARE

Clean habits support quality and food safety

Good cleaning, sanitising and routine care help protect product quality, consistency and food safety. This section provides general guidance only. Exact machine cleaning methods, frequency, disassembly and maintenance procedures must come from the machine manufacturer, supplier or authorised technician.

GENERAL PRINCIPLES

- Cleaning removes visible residue; sanitising helps reduce microorganisms on cleaned surfaces.
- Always use the correct product for the task.
- Follow the current machine supplier or manufacturer instructions.
- Keep food-contact areas, utensils and service areas clean.

STAFF HYGIENE & CROSS-CONTACT

- Wash hands and maintain good personal hygiene.
- Use clean utensils, jugs and preparation containers.
- Avoid cross-contact between products and allergens.
- Keep benches and surrounding work areas clean and organised.

UTENSILS & SERVICE ITEMS

- Keep mixing buckets, whisks, jugs and serving tools clean.
- Store cups, cones, spoons and lids in a clean area.
- Clean spills promptly.
- Replace damaged or worn utensils and service items.

PRODUCT-CONTACT CARE

- Keep product-contact points clean according to supplier instructions.
- Use approved sanitiser and lubricant where instructed.
- Do not substitute chemicals or products.
- If unsure, check the manufacturer guidance before proceeding.

PRODUCTS SAJANI CAN SUPPLY

- Frosty Boy Sanitiser
- Taylor Lube
- O-ring kits
- Other cleaning and maintenance consumables may also be available.

Availability may vary by product and machine requirements.

Practical Tip

For machine-specific cleaning, approved chemicals, lubrication points, disassembly and servicing, always follow the current manufacturer or machine supplier instructions.

16 CLEANING, SANITISING & ROUTINE CARE

ROUTINE CARE & WHEN TO REFER

Routine care supports consistency

Routine care helps keep the operation consistent and gives staff a clear process for checking consumables, small parts and day-to-day product handling. Machine-specific cleaning, lubrication and maintenance procedures must always come from the manufacturer, supplier or authorised technician.

APPROVED PRODUCTS ONLY

- Use only the sanitiser and lubricant approved for the machine.
- Do not substitute products.
- Follow the manufacturer's directions for where and how products are used.

CHEMICAL HANDLING & STORAGE

- Store chemicals separately from food.
- Keep labels intact and readable.
- Follow dilution and safety directions.
- Keep chemicals in their original or clearly labelled containers.

O-RINGS, SEALS & SMALL PARTS

- Check O-rings, seals and small parts for wear, cracking or distortion.
- Replace worn or damaged parts with the correct items.
- Use approved lubricant only where instructed.
- Keep spare consumable parts clean and organised.

STAFF TRAINING & CONSISTENCY

- Train staff to follow the current product and machine guidance.
- Keep procedures simple and repeatable.
- Make supplier instructions easy to access.
- Make responsibilities clear.

WHEN TO REFER

- Electrical or refrigeration faults → **authorised technician.**
- Unusual machine performance or settings questions → **machine supplier.**
- Product-related questions → **Sajani.**
- Do not guess where safety or machine integrity is involved.

WHAT SAJANI CAN HELP WITH

Sajani can help with soft serve products, preparation information, cleaning consumables, serving products and supplier product guidance. Machine-specific technical issues should be referred to the machine supplier or authorised technician.

GOOD PRACTICES TO KEEP VISIBLE

- Keep current manufacturer and supplier instructions accessible.
- Keep chemicals and lubricants clearly labelled.
- Check consumable parts regularly for wear.
- Refer machine-specific faults or settings questions to the supplier.

Practical Tip

Product questions can come to Sajani. Machine-specific cleaning, servicing, settings and faults belong with the manufacturer, supplier or authorised technician.

17

TROUBLESHOOTING SOFT SERVE

This section helps identify common soft serve issues and possible product-related causes. Use it as a general guide only. If the issue continues after checking product preparation, storage and handling, contact your machine supplier or authorised technician.

START HERE

1. Check the product, preparation, storage, handling and serving conditions.
2. Work through the relevant issue below.
3. If the problem persists, contact your machine supplier.

COMMON ISSUE	POSSIBLE CAUSES (PRODUCT-RELATED)
SOFT SERVE TOO SOFT Does not hold its shape, runs quickly or collapses.	• Mix too warm. • Incorrect mix ratio. • Required resting time not followed. • Inconsistent preparation. • Product not suited to the operating conditions. • High ambient temperature.
SOFT SERVE TOO FIRM Hard to dispense, rough texture or difficult to eat.	• Mix too cold. • Incorrect mix ratio. • Resting time longer than specified. • Product not suited to the operating conditions. • Machine setting issue — refer to machine supplier.
INCONSISTENT TEXTURE Alternates between soft and firm, or varies throughout the day.	• Preparation varies between batches. • Mix temperature varies. • Mix not stored correctly. • Low mix level in hopper. • Peak demand may be exceeding recovery capacity — refer to machine supplier if ongoing.
ICY TEXTURE Grainy or icy feel.	• Incorrect mix ratio. • Mix temperature outside the recommended range. • Product not stored correctly. • Product has been handled outside the supplier's instructions. • If the issue continues, contact Sajani or the machine supplier.
POOR OVERRUN (LOW VOLUME) Soft serve looks flat, dense or heavy.	• Incorrect mix ratio. • Mix too warm. • Product not suited to the operating conditions. • Low mix level. • Machine aeration or recovery issue — contact machine supplier.
LARGE AIR BUBBLES OR HOLES Visible air pockets in the soft serve.	• Mix not blended correctly. • Incorrect mix ratio. • Low mix level in hopper. • Mix temperature outside the recommended range. • Machine aeration issue — contact machine supplier.

Start by checking product preparation, mix temperature, resting time and handling. If the issue continues, contact your machine supplier.

17 TROUBLESHOOTING SOFT SERVE

WHAT YOU CAN CHECK & NEXT STEPS

COMMON ISSUE	WHAT YOU CAN CHECK	NEXT STEP
OFF FLAVOUR OR TASTE Unusual taste or smell	• Check the product is within its best-before date. • Confirm correct storage. • Check mix ratio and water quality where applicable. • Confirm any required resting time has been followed.	If unusual taste or odour continues, do not use the product. Contact Sajani or the product supplier.
DISCOLOURATION Yellowing or dull colour.	• Check the product is within its best-before date. • Confirm correct storage away from heat and direct sunlight. • Use clean, food-safe utensils and containers.	If discolouration continues, contact Sajani or the product supplier.
QUICK MELT Melts too quickly when served.	• Mix may be too warm. • Check the mix ratio. • Consider ambient conditions. • Check that portion size and presentation suit the conditions.	If the product still melts too quickly, consider an alternative product or contact Sajani for advice.
NO VOLUME Little or no increase in volume (no over-run).	• Check the mix ratio. • Confirm any required resting time. • Check mix temperature. • Confirm the product has been prepared correctly. • Check the mix level in the hopper.	If there is still little or no increase in volume, contact the machine supplier to check machine performance and aeration.
WATERY MIX OR SEPARATION Liquid separating from the mix.	• Incorrect mix ratio. • Mix not blended thoroughly. • Required resting time not followed. • Product stored outside the stated conditions.	If quality is affected, discard the mix and prepare a fresh batch according to the product instructions. If the issue continues, contact Sajani.
IRREGULAR SHAPE OR UNEVEN FLOW Product comes out unevenly or spits.	• Check mix consistency. • Confirm preparation and resting instructions have been followed. • Check for visible ice crystals. • Check the mix level in the hopper.	If the issue continues after checking the mix, contact the machine supplier.

GOOD PRACTICE TIPS

- Follow the current product preparation instructions.
- Measure ratios accurately.
- Follow required resting times.
- Store mix at the stated temperature.
- Use clean food-safe equipment.
- Avoid leaving mix outside required storage conditions.
- Do not alter the formula to compensate for machine performance.

WHEN TO CONTACT YOUR MACHINE SUPPLIER

- The issue continues after product preparation and handling have been checked.
- You suspect a machine fault or incorrect settings.
- Dispensing is inconsistent.
- You notice unusual noises, leaks or error messages.
- You need machine-specific troubleshooting, settings or maintenance advice.

This troubleshooting guide covers common product-related issues only.
For machine-specific troubleshooting, settings and maintenance, always contact your machine supplier or authorised technician.

18

BUILDING YOUR STARTER RANGE

Start with a practical range

Your starter range should match your menu, expected demand, available space and storage. The aim is to begin with the products you genuinely need, then expand once sales patterns become clear.

START WITH THE CORE MIX

- Choose a base mix that suits your menu and customers.
- Decide whether powder, UHT, yoghurt, vegan or dairy-free options are required.
- Start with a manageable number of mixes.
- Choose products your team can prepare and serve consistently.

KEEP THE RANGE MANAGEABLE

- Start with proven, versatile products.
- Avoid too many niche or low-turnover items.
- Keep the range easy to train staff on and reorder.
- Expand only when demand supports it.

SERVING ESSENTIALS

- Select cones, cups and accessories to match your menu.
- Include practical sizes for dine-in, takeaway or delivery where relevant.
- Remember spoons, napkins and other disposables.
- Add sundae cups, lids or milkshake cups where required.

TOPPINGS & FLAVOUR OPTIONS

- Start with toppings that work across several menu items.
- Include a small number of reliable sellers.
- Use flavour sachets to broaden the range without adding multiple base mixes.
- Expand once you understand customer demand.

STOCK, SPACE & STORAGE

- Match the range to the space available.
- Allow for dry, refrigerated and frozen storage where required.
- Avoid overstocking slow-moving products.
- Keep stock rotation and handling simple.

TAILORED TO YOUR BUSINESS

A café, food truck, dessert bar or seasonal venue may each need a different opening range. Start lean, then expand once real sales patterns become clear.

Sajani can help you shape a practical starter range.

Practical Tip

Start with versatile products, essential serving items and enough variety to support the menu without creating unnecessary stock.

HOW SAJANI CAN HELP

Sajani supports soft serve operators with products, supplier information and practical guidance — from selecting the right mix through to flavouring, costing, serving products and building a workable range.

Product selection and comparison

We can help you compare soft serve formats, product styles, pack sizes and preparation requirements to identify options that suit your menu and operation.

Flavouring and recipes

We supply Frosty Boy flavour sachets as well as premium flavouring and can liaise with suppliers for current recipes, measurements and product-specific flavouring guidance.

Costing and yield guidance

We can help with yield, portion and direct cost-per-serve comparisons using supplier information and practical assumptions. SmartServe is also available to help you calculate using your own figures.

Cones, cups, toppings and accessories

We supply cones, cups, toppings, sauces and serving accessories and can help you build a practical range to suit your menu and portion sizes.

Ingredients, allergens and technical information

We can provide current supplier ingredient statements, allergen information, Nutrition Information Panels and technical product information where available.

Menu and range support

We can help you build or refine a practical range of mixes, flavours, serving products and toppings based on your menu, expected demand and available storage.

Practical Product Guidance

Whether you are starting out or expanding your range, we can share practical product knowledge to help you make informed choices and keep the range workable.

Practical support from product selection to first serve

Tell us what you want to offer and how you plan to operate. Sajani can help with product selection, supplier information, costing, flavouring, serving products and building a practical range.

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TECHNICAL ASSUMPTIONS, DISCLAIMERS & GLOSSARY

This handbook has been prepared by Sajani as a general guide to soft serve products, preparation, costing, menu development and related products. Information is based on supplier data and general industry practice available at the time of writing and is intended as practical guidance only.

TECHNICAL ASSUMPTIONS

Where comparisons, yields or cost-per-serve calculations are included in this handbook, the following assumptions have been used unless otherwise stated:

- 100 ml standard serve size for comparison purposes.
- General overrun assumptions of 30% for gravity-fed and 50% for pump-fed machines where specifically shown.
- Yield and preparation information is based on supplier data or the assumptions stated in the example.
- 5% wastage allowance where specifically used in costing examples.
- Worked costing examples are illustrative only and should be replaced with your own current costs and actual results.
- Machine performance and results vary by machine, product and operating conditions.

DISCLAIMERS

Information in this handbook is provided as general guidance and was believed to be accurate at the time of writing. Product formulations, ingredients, allergens, preparation methods, pack sizes and availability may change.

Always check the current product information and follow the instructions supplied with the specific product you are using.

Machine performance, settings, cleaning, installation, servicing and technical requirements must be confirmed with the machine manufacturer, supplier or authorised technician.

Actual results will vary according to product, equipment, preparation, handling, portion size and operating conditions.

GLOSSARY

A guide to common terms used in this handbook.

Base mix	The soft serve product used as the starting point, available in powder, UHT or other formats.
Batch	A quantity of mix prepared or opened for use.
Gravity feed	A machine system where mix flows from the hopper into the freezing cylinder by gravity.
Overrun	The amount of air incorporated into the mix during the freezing process, increasing the finished volume.
Pump feed	A machine system that uses a pump to push mix from the hopper into the freezing cylinder.
Shelf life	The period a product can be stored under the stated conditions while remaining suitable for use.
Soft serve	A frozen, aerated product dispensed from a soft serve machine at a softer serving temperature than scoop ice cream or gelato.
UHT	Ultra-high temperature treated liquid mix designed for extended unopened shelf life under the stated storage conditions.
Yield	The finished volume of soft serve produced from a given quantity of mix.

FURTHER INFORMATION

For current product information, including ingredients, allergens, Nutrition Information Panels and Technical Data Sheets where available, contact Sajani or refer to the relevant supplier information.

NEED HELP?

For assistance with product selection, preparation information, costing, flavouring or serving products, contact the Sajani team.

CONTACT SAJANI

Our team is here to help with the product information, pricing and personalised recommendations.

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