

# Running out of CO<sub>2</sub>: It costs more than you think.

1 day without CO<sub>2</sub>:

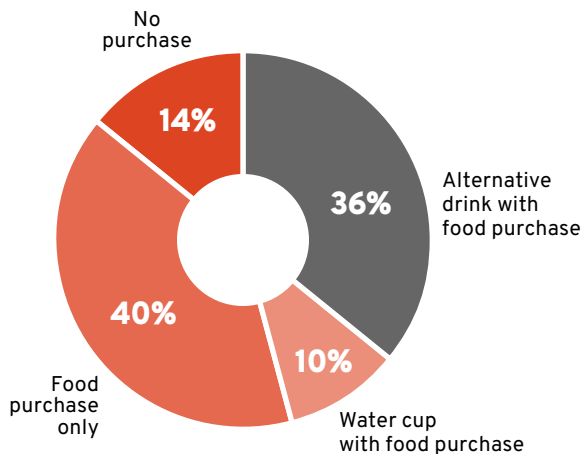


**\$994**  
Immediate  
revenue loss

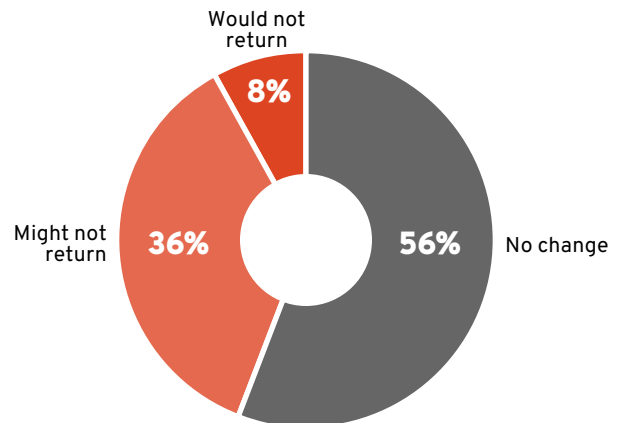
**\$17,214**  
Long term  
revenue loss

A 2025 survey conducted by UCLA Anderson School of Management found that an **average QSR location loses \$18,209 in revenue for each day without CO<sub>2</sub>.**

**64% of immediate drink sales are lost**



**42% of people may not return long term**



**With Pulsa CO<sub>2</sub> Guard**, you're not just preventing costly downtime—you're ensuring smoother operations and safeguarding your revenue stream across multiple locations. This small investment sets your business up for long-term savings and the best possible customer experience. Don't let CO<sub>2</sub> outages or inefficient deliveries hurt your business.



Monitor any CO<sub>2</sub> tank



Alerts in seconds



Leak Detection

# The Numbers

1 day without CO2:



**\$994**  
Immediate  
revenue loss



**\$17,214**  
Long term  
revenue loss

Assumptions		Averages	Your Numbers
Visitors per day		750	
% that order fountain drinks		53%	
Impacted customers	A	398	
Visits per month	B	2.93	
Order size with soft drink	C	\$10.76	
Order size without soft drink	D	\$5.08	
Fountain drink contribution	E	\$1.99	
Lost visits per year	F	3	

Immediate Revenue Loss		Results	Your Numbers
Alternative drink (36%)	No loss	\$0	
Water cup (10%)	$(A)*10\%*(E)$	\$79	
Only food purchase (40%)	$(A)*40\%*(E)$	\$316	
No purchase (14%)	$(A)*14\%*(C)$	\$599	
		<b>\$994</b>	

Long Term Revenue Lost (1 Year)		Results	Your Numbers
No change in visits (56%)	No loss	\$0	
Might not return (35.6%)	$(A)*35.6\%*(F)*(C)$	\$4,568	
Will not return (8.4%)	$(A)*8.4\%*(B*12)*(C)$	\$12,647	
		<b>\$17,214</b>	

Total Revenue Loss		Totals	Your Numbers
Single Day Revenue Loss		\$994	
Long Term Revenue Loss (1 year)		\$17,214	
		<b>\$18,209</b>	