

SEPHRA[®]

CATERING EQUIPMENT AND SUPPLIES

CHOCOLATE FOUNTAIN OPERATING MANUAL

VERSION 2.0.2 APRIL 2023

MODELS: CF34/44R CONVERTIBLE, CF44R, CF34R, CF27R, CF23R

Sephra Europe are your one-stop shop for Chocolate Fountains, Consumables, Spare Parts and Repairs.

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This manual covers the use of the following Commercial Chocolate Fountain models:

CF54RC - CONVERTIBLE

CF44RC - CONVERTIBLE

CF44R - SEPHRA

CF34R - MONTEZUMA

CF27R - AZTEC

CF23R - CORTEZ

WARNING

This fountain needs to be serviced after every 1500 hours of use to comply with the scheduled maintenance outlined in the Limited Lifetime Warranty of the User Manual. Failure to adhere to the scheduled maintenance plan may void the (2) year motor warranty should it be damaged due to failure of other components that have been worn through use.

Side effects from lack of servicing are:

The seals (located in the removable bowl) fail allowing chocolate to leak into the motor compartment and cause the motor and other components to fail. The drive shaft bearing assembly (located in the removable basin bowl) seizes. This can cause the motor to burn out while trying to turn against an object that is not moving.

In addition to the above mentioned service schedule, there are a few safeguards that can be implemented to reduce the risk of problems and test whether the machine requires servicing:

Never wash the removable bowl in the dishwasher. The steam and hot water can cause premature failure of the seals and rusting of the bearings. Always wash the bowl in the sink and do not submerge.

Each time you clean the fountain, remove the bowl and try turning the drive shaft by hand. This should move freely, if it does not then the machine needs to be serviced.

While the bowl is off look on the underside of the bowl and into the motor compartment for any signs of leaking chocolate (this can resemble thick black grease). If there is any evidence of chocolate leakage stop using the machine immediately and have it serviced.

Any machine that is returned with a seized drive shaft bearing assembly will be deemed to have voided the motor warranty.

- IMPORTANT WARNINGS -

Version 1.0 – 5.15.2012

For your protection, please read all instructions, set up and operate your fountain PRIOR TO YOUR FIRST EVENT as damage may have occurred during shipping. Doing so will help prevent potential complications during your event.

Sephra Customer Service representatives are available to assist you
Monday to Thursday 9am - 5.30pm
Friday 9am - 3.30pm GMT in our European office.

WASH BASIN AND ALL TIER SET COMPONENTS PRIOR TO USE.
DO NOT SUBMERGE THE BASE UNIT OR THE REMOVABLE BOWL IN WATER.

IMPORTANT SAFEGUARDS

Before using this appliance please make sure that you have read through this manual and paid particular attention to the safeguards that are listed below.

- This appliance is not to be used by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience or knowledge, unless they have been given supervision or instruction.
- Children being supervised not to play with the appliance.
- When the fountain basin (bowl) is removed, the top of the fountain base can be extremely hot. Heating element is located directly beneath the removable basin (bowl). **AVOID ANY CONTACT WITH THE TOP OF THE FOUNTAIN BASE WHEN IT IS EXPOSED.** Avoid all other surfaces that have become hot during use.
- To protect against electrical shock and damage to the fountain, do not put the fountain base in water or other liquids. Never allow liquid, dust or chocolate to enter the fountain base through the base screen, vent holes, or other openings.
- When the basin is removed, take extra caution to keep liquid or other objects from entering into the exposed opening at the top of the fountain base.
- Avoid contact with moving parts, such as the auger in the cylinder or the square pin in the centre of the basin.
- Close supervision is necessary when the fountain is used near children.
- Do not operate the fountain if you observe damage to the electrical cord or plug or if the base of the fountain has been dropped or damaged in any manner. The fountain must be returned to Sephra or a designated repair facility for examination and repair.
- Always unplug the fountain from your electrical outlet when it is not in use, before you put on or taking off parts, and before you clean the fountain.
- Do not allow the electrical cord to come into contact with hot surfaces. An extension cord may be used if necessary. Care should be taken to position the electrical cord so that it does not create a hazard by hanging over a table or counter edge in such a way where it might be tripped on or pulled by those around the fountain.
- If the supply cord is damaged, it must be replaced by the manufacturer, its service agent or similar qualified persons in order to avoid a hazard.
- Never place any object, especially your fingers, inside the central cylinder while the fountain is in use. Doing so may cause severe injury to persons or damage to the fountain itself.
- The use of accessory attachments, other than those made available specifically for use with this fountain, is not recommended by the manufacturer, may cause injury, and may void your product warranty.
- Extreme caution must be used when moving a fountain or fountain components containing hot liquid.
- Use of the fountain outdoors is not recommended unless a Sephra manufactured wind guard is used.
- Do not use this fountain for other than its intended use.
- The fountain basin must be level to operate properly.
- Observe and follow customary sanitation guidelines when using this machine.

THE LEGEND OF SEPHRA

Woven among the threads of ancient Aztec legend lies the story of Sephra, an enchanting goddess whose beauty could be described only as the richness of the dark earth combined with the lustre and glow of pure gold. Her voice was softer than the most delicate flower, and her presence carried the aroma of sweet cocoa. It was Sephra who gave the ancient Aztecs the precious gift of the cocoa tree.

The legend reveals that the spirit of Sephra nourished the cocoa trees and lived within the priceless beans they produced. The Aztec kings named the cocoa tree “Theobroma Cacao,” meaning “food of the gods.” So valuable were cocoa beans that they were used to pay tribute to royalty and were given as sacred offerings to the gods.

Montezuma, the ruler of the wealthy Aztec Empire, was so enchanted by Sephra that he commissioned an elite force of skilled artisans and master craftsmen to construct a temple in her honour. As a special offering to the goddess, Montezuma built a magnificent fountain in the highest room of the temple and filled it with glistening spring water, which flowed from beneath its walls. He then surrounded the fountain with a splendid array of the most perfect cocoa beans, in hopes that Sephra would continue to bless the people with the unique and valuable crop.

So pleased was Sephra with Montezuma’s gift that she came to him in a dream and told him that her spirit would always live in the fountain he had given her. Moments later, Montezuma awoke to the sweet smell of cocoa lingering in the air. The aroma led him to the upper room of the temple where Sephra’s fountain stood.

To his astonishment, the fountain no longer flowed with water, but with the richest, purest chocolate... this was truly a gift from the gods.

For centuries, Sephra’s fountain remained hidden beneath the ruins of the ancient Aztec temple, waiting to be discovered. At long last it was, and with it was unveiled the secret of the pure, rich chocolate once coveted by gods and kings . . .

© Sephra



DEAR SEPHRA CUSTOMER

Thank you for choosing a Sephra Chocolate Fountain for your business. Our fountains have been engineered to a high standard of quality and will provide many years of trouble-free service. Please read through this manual, which will walk you through the proper setup, operation and clean-up of your Fountain.

If you have any questions after reviewing these instructions, please call our Customer Service Department and a trained representative will be more than happy to assist you.

We encourage you to use Sephra Fondue Chocolate and Chocolate Compound, available in Dark, Milk, and White varieties. This specialty fondue chocolate is formulated to flow perfectly through the fountain every time without the mess and hassle of mixing in oil that is required with most other chocolate. Adding oil not only dilutes the taste of chocolate, but it also makes it runny and diminishes its aroma.

With Sephra Fondue Chocolate, simply melt the chocolate chips and it is ready to use!

REMEMBER, YOUR CUSTOMERS WILL TASTE THE DIFFERENCE IF YOU SERVE ONLY THE FINEST FONDUE CHOCOLATE.

You can order Sephra Fondue Chocolate by calling us on +44 (0) 1592 656 737 or by visiting our website at www.sephra.com

Our mission is to help you make your Sephra appliance a very profitable aspect of your business and we look forward to assisting you.

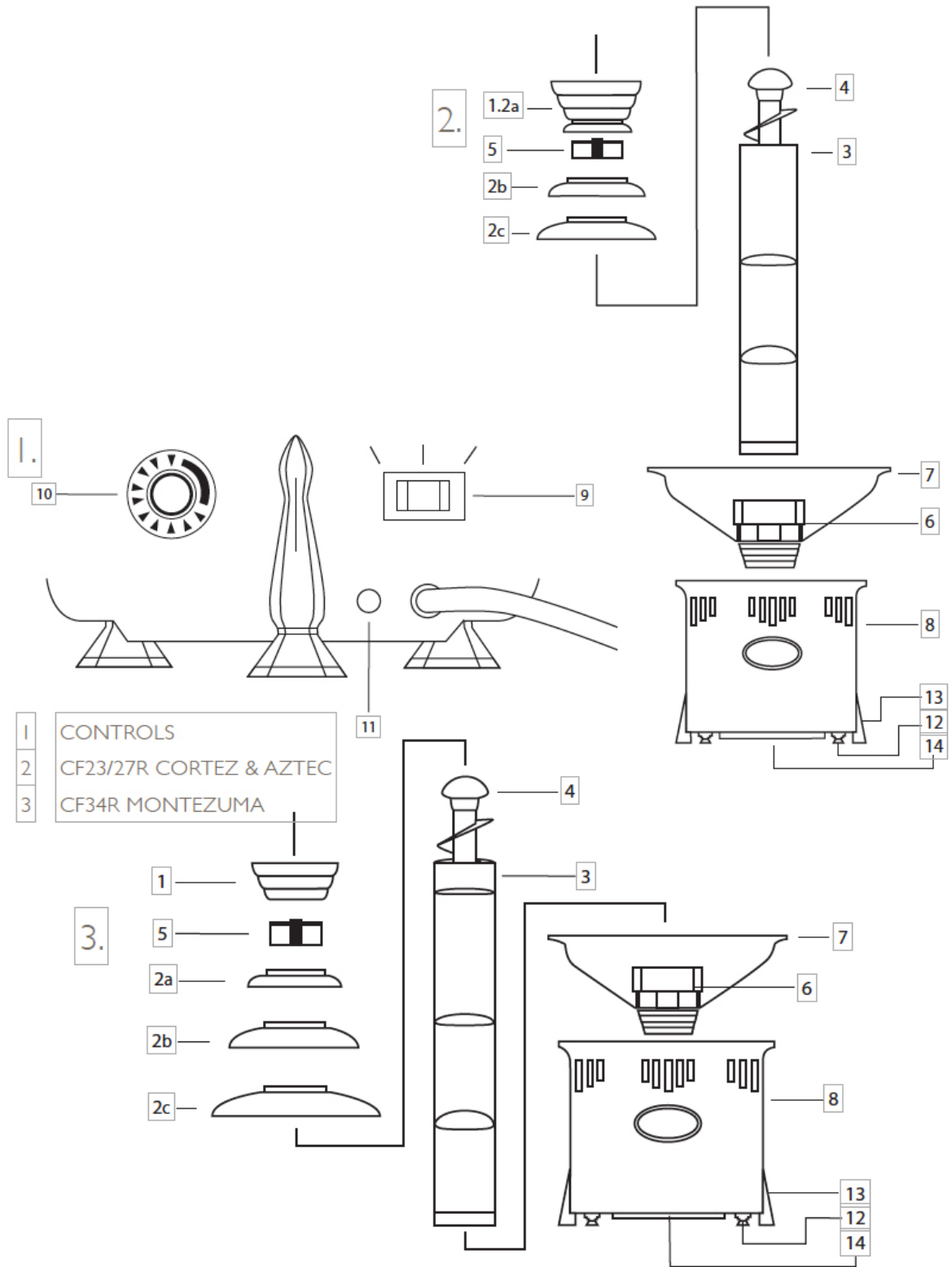
Thankyou for choosing Sephra!

The Sephra team

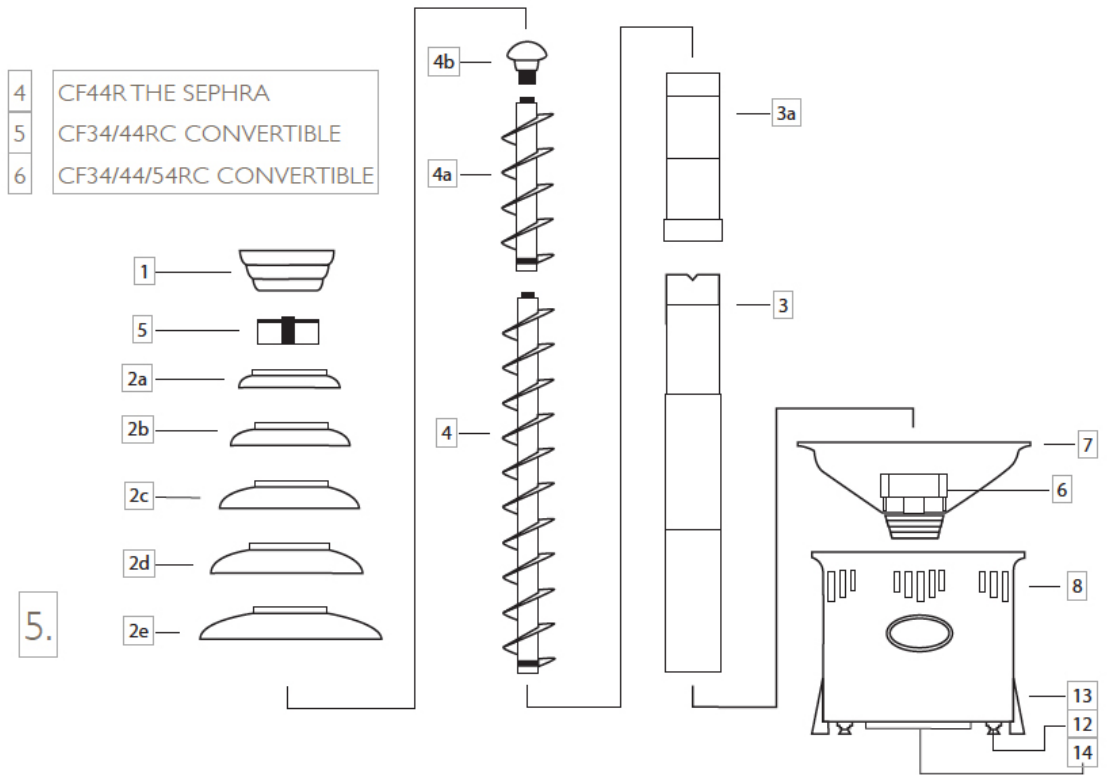
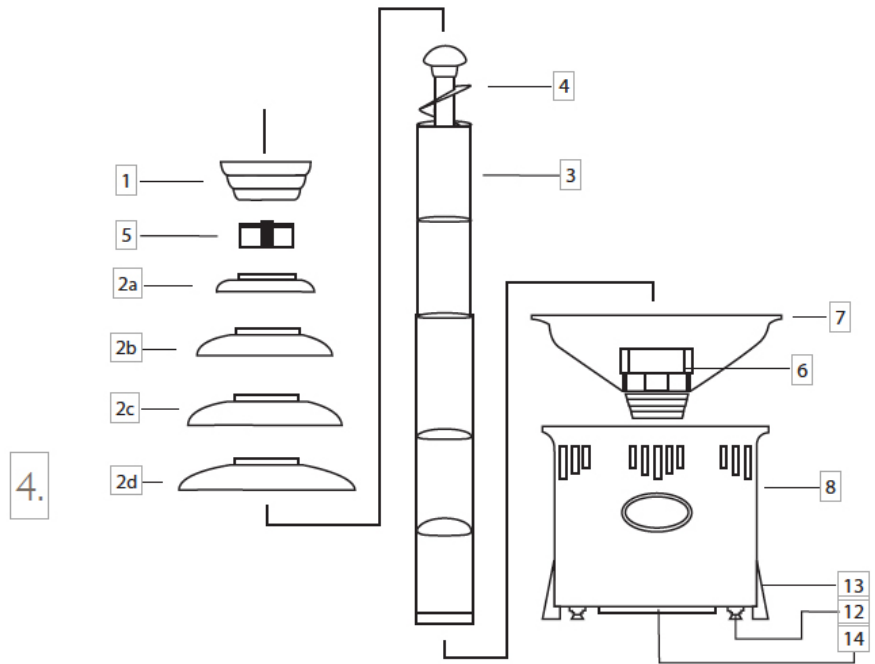
SAVE THESE DEFINITIONS

1	CROWN	Fits on top of the cylinder and sits on top of the stabiliser. On Aztec and Cortez fountains, this is attached to the first tier (2a).
2	TIERS	Slide down the cylinder to rest into place. Tiers slope downward to create the various fondue “curtain” levels.
2a	FIRST TIER (TOP)	Attached to the crown on Aztec and Cortez models.
2b	SECOND TIER	
2c	THIRD TIER	(Bottom on Montezuma, Aztec and Cortez Models)
2d	FOURTH TIER	(Bottom on Sephra Model)
2e	FIFTH TIER	(Bottom on Sephra Convertible Model)
3	CYLINDER	
3a	CF44 CYLINDER EXTENSION	
4	AUGER	Sits inside the cylinder and carries fondue to the top of the fountain, creating a constant flow of fondue from the top of the crown down to the basin.
4a	AUGER KNOB	
4b	CF44 AUGER EXTENSION	
5	STABILISER	(Optional) Black plastic piece with a slit in one side that fits over the auger knob and rests inside the top of the cylinder under the crown. Helps keep the auger centred in the cylinder, reducing noise.
6	CYLINDER SLEEVE	Fixed onto fountain basin; supports cylinder.
7	REMOVABLE BASIN	Holds the fondue. Twists off for easy cleaning. The basin is directly over the heating element. Also referred to as the bowl.
8	FOUNTAIN BASE	Surrounds the electrical components, including the motor. The vent holes allow hot air produced by the motor and heating element to escape, cooling the electrical components. Vent holes should never be covered during use.
9	HEAT / OFF / START	(Toggle Switch) Activates power to the fountain. PREHEAT turns the heating element on. START turns on both the heating element and the motor, causing the auger to turn and the fondue to flow; OFF shuts off both the heat and the motor.
10	TEMPERATURE DIAL	Allows you to select appropriate heat setting (1-10) for fondue.
11	FUSE HOUSING	Encases the fuse that protects the motor from power surges.
12	LEVELING FEET (3)	Screw in bottom of fountain. These may be loosened/tightened to raise/lower a particular side of the fountain for levelling.
13	DECORATIVE LEGS	Fixed to sides of fountain base for enhanced visual presentation.
14	BASE SCREEN	Protects fountain's internal components and allows air flow. Unscrews for access into base for maintenance purposes.

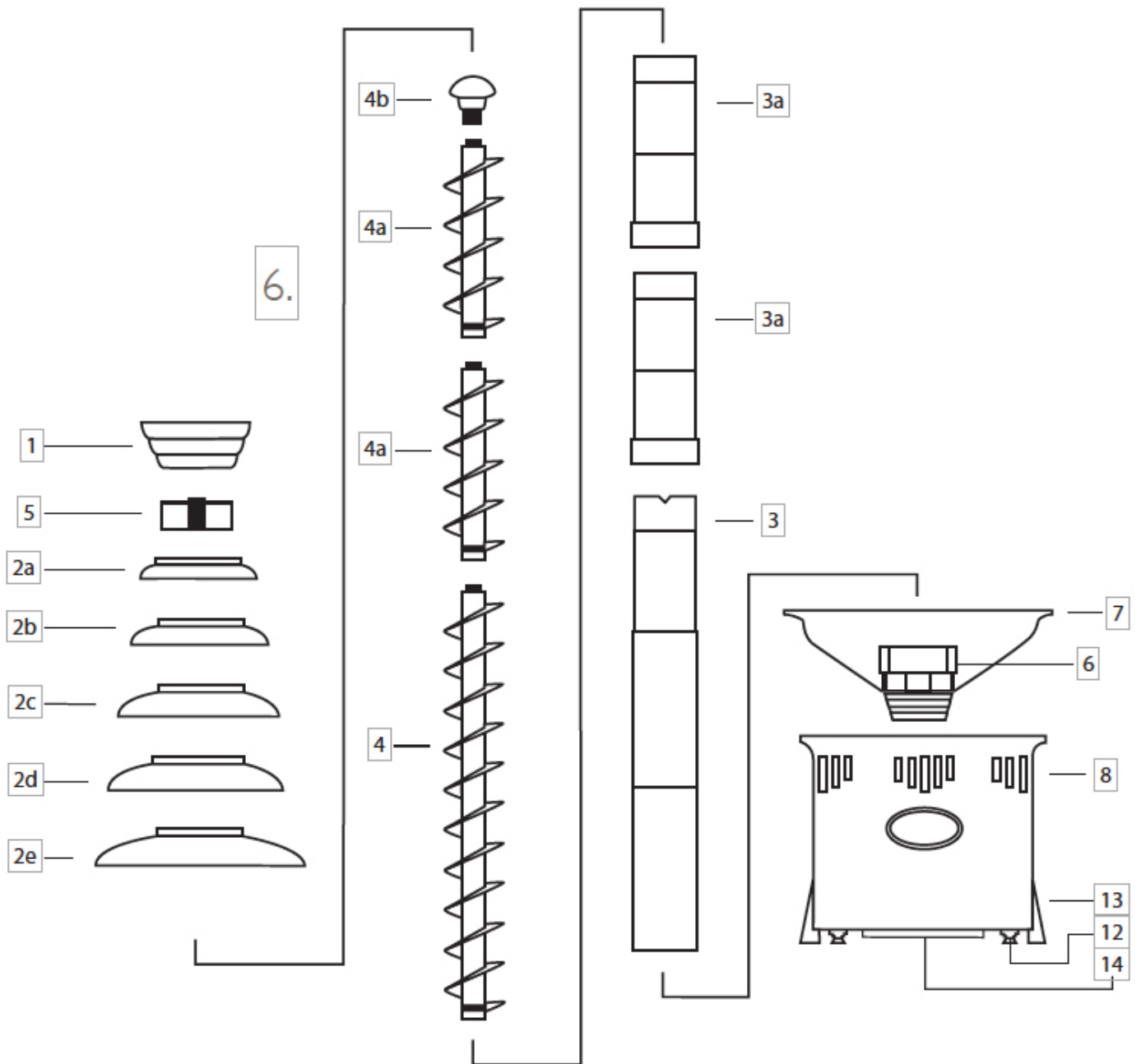
COMMERCIAL ILLUSTRATIONS



COMMERCIAL ILLUSTRATIONS



COMMERCIAL ILLUSTRATIONS



CHOCOLATE FOUNTAIN ASSEMBLY

1. Before using the fountain, wash basin and other removable components with warm, soapy water and dry thoroughly. The basin bowl should be hand washed and should not be submerged in liquid or put in a dishwasher. All other removable components are dishwasher safe. Do not allow water to enter the fountain base housing through the vent holes, base screen, or any other openings as this will damage the electrical components.
2. Make sure the fountain basin is secured tightly onto the fountain base. Turn clockwise to tighten; do not over-tighten.
3. Place the fountain base on a sturdy, level surface. The fountain MUST be level in order for the chocolate to curtain properly. Rotate the adjustable levelling feet up or down until all sides are even. Assess the level of the fountain by placing a torpedo level on the basin rim in several different places if necessary.
4. To meet ETL Sanitation Guidelines, the included adjustable feet extensions (CF44) or adjustable feet covers (CF34/27/23) must be assembled.
 - a. CF44 - Turn the fountain base over so that the screen covering the internal components of the fountain is facing up. Unscrew the three adjustable feet. Screw in the enclosed non-adjustable feet extensions. Screw the fountain feet into the non-adjustable feet extensions so that they are secure and no screw threads are showing.
 - b. CF23/27/34 - Turn the fountain base over so that the screen covering the internal components of the fountain is facing up. Unscrew the three adjustable feet. Place one adjustable foot cover on the bolt of the foot so that it covers the threads of the bolt. Screw the foot back into the fountain base all the way so that no threads of the foot bolt are exposed. Repeat steps 3 and 4 for the remaining two feet.
5. Position the cylinder to fit inside the stainless steel sleeve located in the basin so that the cylinder stands in place. The welded button on the cylinder should fit inside the slotted groove on the sleeve. Press down on the cylinder to ensure that it is firmly placed.
6. For all fountains other than the convertible 44", slide the largest tier over the cylinder until it stops in position over the bottom step on the cylinder wall. Position the remaining tiers in the same way, working from largest to smallest. All tiers should slope downward. On Aztec and Cortez fountains, the top tier is attached to the crown and will be positioned in step seven.
 - a. Remove the largest cylinder piece from the tier set case and insert it into the sleeve of the basin bowl. The two notches on the rim of the cylinder should be at the top.
 - b. Begin placing the first two tiers on the cylinder starting with the largest tier first and then the second largest tier. Make sure the dome shape of the tier is facing down.
 - c. Place the cylinder extension on the top of the cylinder (widest part goes first) and twist it until it locks in place.
 - d. Place the remaining three tiers on the cylinder starting from largest to smallest.
 - e. Auger: The auger has 3 parts: large section, small section and knob. Reverse thread (right to loosen, left to tighten) the knob on the small section of the auger. If the knob is too tight to use your hand you may use a crescent wrench to remove it. Attach the small section of the auger (with the knob) to the large section of the auger. Turning to the right to loosen and left to tighten. Make sure the auger sections are threaded firmly and the auger flights match up between the two sections.
7. Place the optional stabiliser over the auger knob. Holding the auger by its knob, lower it into the cylinder. Fit the auger over the square pin in the centre of the basin. The lip of the stabiliser will rest on the top of the cylinder. Turn the auger clockwise to be sure it is securely in place. You should feel resistance when the auger is properly seated. If melting chocolate in the basin, wait until the chocolate is completely melted before inserting the auger into the cylinder.
8. Fit the crown on top of the cylinder. The widest part of the crown should be at the top.
9. Plug the fountain in and move the toggle switch to PREHEAT. Turn the temperature dial to 8 and allow the basin to preheat for 5 minutes. Once basin is preheated, see "CHOCOLATE PREPARATION" for melting temperatures and instructions.

CHOCOLATE PREPARATION

*** All tier set components should be at room temperature before adding melted chocolate to the fountain. Chocolate will harden if it comes into contact with cold metal and can cause the auger to bind. ***

CHOCOLATE PREPARATION

We strongly encourage you to use Sephra Fondue Chocolate or Chocolate, available in Dark, Milk, and White varieties.

Sephra chocolate is specially formulated with the proper viscosity to flow perfectly through the fountain every time. Our unique fondue chocolate is exquisite in taste and aroma and your guests and clients are sure to be delighted.

Before using the chocolate, store it in a cool, dry place. Do not freeze or refrigerate it as moisture affects the chocolate's consistency. Melt chocolate directly in the fountain basin, in a chocolate melter, or in its microwavable bags according to the instructions on the bags.

WHEN MICROWAVING CHOCOLATE USE HALF POWER TO PREVENT SCORCHING

Melting chocolate directly in the fountain basin takes approximately 35-60 minutes. Add chocolate 1-2 Kg at a time to expedite the melting process. Stir chocolate every 2-3 minutes, scraping it from the basin with a spatula to prevent scorching. Milk and White chocolate are more susceptible to scorching so be sure to stir more frequently (every 1-2 minutes) and use appropriate temperature settings.

MELTING CHOCOLATE IN FOUNTAIN BASIN - CF34,44R & CF34/44RC & CF54RC

CHOCOLATE (7.25KG)	HEAT SETTING	APPROX MELTING TIME
Dark	8	45 Minutes
Milk	7	60 Minutes
White	6	60 Minutes

MELTING CHOCOLATE IN FOUNTAIN BASIN - CF23R & CF27R

CHOCOLATE	HEAT SETTING	APPROX MELTING TIME
Dark	8	35 Minutes
Milk	7	45 Minutes
White	6	45 Minutes

CAUTION

The heat setting should never be higher than 7 when melting White chocolate. Overheating White or Milk chocolate causes it to thicken or become clumpy and it will not flow properly. If this happens, see "TROUBLESHOOTING" item #2.

START YOUR CHOCOLATE FOUNTAIN

BEFORE STARTING THE FOUNTAIN

1. Ensure that the fountain is on a sturdy, level surface.
2. The fountain itself must be level in order to operate and curtain properly. Please see “FOUNTAIN ASSEMBLY” for instructions on levelling the fountain.
3. Check to see that the fountain basin (bowl) is securely tightened.
4. Ensure that the fountain vent holes and the bottom of the base housing are not covered. These areas allow heat to escape from the motor and heating element during use.
OBSTRUCTION OF THE AIR FLOW WILL CAUSE DAMAGE TO THE MOTOR AND INTERNAL ELECTRICAL COMPONENTS.
5. Fill the basin with chocolate according to the “CHOCOLATE PREPARATION” instructions and “RECOMMENDED CHOCOLATE (OR FONDUE) AMOUNTS.”

ONCE THE CHOCOLATE IS MELTED

1. Place the auger with the stabiliser into the cylinder and turn it clockwise to check that it is locked in place over the centre square drive shaft. Place the crown on top of the cylinder.
2. Press the toggle switch to START. The auger will turn and carry the chocolate up through the cylinder, causing it to flow over the crown and tiers and back into the basin. As the cylinder fills with chocolate, there may be a brief knocking noise from the auger spinning against the cylinder. This noise will go away quickly as the auger is coated with the chocolate.

RECOMMENDED CHOCOLATE OR FONDUE AMOUNTS			
Fountain Model	Guests Served	Minimum Chocolate	Maximum Chocolate
CF23R	<100	2Kg	3Kg
CF27R	<100	2.7Kg	5Kg
Cf34R	100+	5.4Kg	10Kg
Cf44R	100+	6.3Kg	10Kg
Cf44RC	100+	5.4/6.3Kg	10Kg
Cf54RC	100+	5.4/6.3/7.4Kg	10Kg

ADDITIONAL CHOCOLATE

9.1Kg will serve approximately 200 people. Additional chocolate can be added using the following methods:

ADDING CHOCOLATE CHIPS

Pour chips directly on top of the fountain crown or around the perimeter of the bowl, approx. 1 cup at a time. Allow the chips to become melted before adding more.

ADDING MELTED CHOCOLATE

To add a large amount of chocolate, melt it prior to adding it to the basin. You can melt it in its microwavable bag or in a chocolate melter.

CHOCOLATE OPERATING TEMPLATES		
Chocolate (7.25Kg)	Heat Setting	Approx Temperature
Dark	6	115/46 - 125/51 (°F / °C)
Milk	6	115/46 - 125/51 (°F / °C)
White	5	105/40 - 115/46 (°F / °C)

Chocolate temperature may be affected by the addition of chocolate or by environmental factors, such as operating the fountain in a cold area. In such conditions the fountain temperature may need to be adjusted accordingly.

Scrape sitting chocolate from the bottom of the basin and stir frequently throughout event.

CLEANING YOUR CHOCOLATE FOUNTAIN

RECOMMENDED CLEANING SUPPLIES

- Food handler gloves
- Small brush or toothbrush
- Large plastic bags for tier set parts
- Spatula(s)
- Large sponge (grout sponge)
- Paper towels and soft cloths
- Dish Soap
- Large Container
- Glass cleaner

Before Cleaning: Turn the toggle switch to OFF.

Always unplug the power cord from the electrical outlet before cleaning the fountain.

Never permit the electrical cord to come into contact with water.

DO NOT USE abrasive scouring pads or powders to clean the stainless steel basin or other components. Doing so will mark the finish.

CLEANING YOUR SEPHRA CHOCOLATE FOUNTAIN

1. Wearing food handler gloves, scrape excess chocolate from the crown and stabiliser with a spatula. Remove crown and stabiliser and place them directly in the sink.
2. Pull the auger out of the cylinder by its knob, scraping the excess chocolate off with a spatula or gloved hand as you go so that it falls back into the cylinder. Move the auger to the sink.
3. Use a spatula to scrape excess chocolate from the tiers. Remove the tiers and cylinder and place them in the sink.
4. Twist off the removable basin and pour leftover chocolate into a bag-lined container for easy disposal. Scrape the remaining chocolate out with a spatula and move basin to sink. NEVER POUR CHOCOLATE DIRECTLY DOWN THE DRAIN. CHOCOLATE CAN HARDEN IN THE PIPES AND DAMAGE THE DRAIN SYSTEM. When cleaning up after an off-site event, place fountain parts in plastic bags and return them to their storage cases until they can be properly cleaned.
5. THE REMOVABLE BOWL SHOULD NOT BE PLACED IN THE DISHWASHER BUT SHOULD BE WASHED BY HAND. The extreme heat of the dishwasher will potentially damage the seals and bearing grease. THE BOTTOM OF THE BASIN HOLDING THE SEALS AND BEARINGS SHOULD ALSO NOT BE SUBMERGED IN LIQUID. All other removable fountain parts are dishwasher-safe. They may also be hand washed with warm, soapy water and a large sponge. Use degreasing dish soap when washing components in the sink. Make sure the chocolate is broken up by warm, soapy water before it goes down the drain.
6. Carefully clean around cylinder sleeve and square pin in basin. If necessary, use a soft toothbrush to remove all chocolate.
7. Once tier set components are clean and dry, return them to your Sephra Tier Set or Catering Case for transport.
8. Once basin is thoroughly cleaned and dried, twist it back onto fountain base.
9. Spray the outside of the fountain base with anti-bacterial cleaner and polish with a soft cloth. Return base to your Sephra Base Case for transport.

HELPFUL ADVICE

1. Always provide each guest with a Plate and Skewers. (Guests should use a separate Skewer for each food item). Wooden, Bamboo and Plastic Forked Skewers may be ordered online at www.sephra.com.
2. It is also good to have a generous supply of Napkins available.
3. Guests should never “double dip,” placing a food item that has been bitten back into the Chocolate flow. Food items should only be dipped in the Chocolate once.
4. Cut all dipping items into bite-size pieces so they can easily be placed on Skewers.
5. Other Fondues such as Cheese, Caramel, and Barbecue Sauce have a different consistency from chocolate and may flow in a different manner than Sephra Chocolate does. This is due to the inherent differences in the make-up of various Fondues.
6. Never allow water to come into contact with Chocolate as it can thicken and ruin the Chocolate. This includes water-based flavourings and food colourings. Use oil-based products instead.
7. Keep Chocolate in a cool, dry place. Do not freeze or refrigerate it as moisture may adversely affect the Chocolate.
8. Always reduce the temperature setting from the melting temperature to the operating temperature once the Chocolate is completely melted in the basin. Failure to do so may cause the Chocolate to scorch.
9. Do not add more than the maximum amount of Chocolate to the Fountain Basin. If too much Chocolate is added, it will overflow the Basin when the Fountain is turned off.
10. Air is often trapped in the Cylinder and the bottom exterior portion of the Crown when the Fountain is initially turned on. This can cause uneven Chocolate flow. To correct this, simply turn the Fountain off, wait 15-30 seconds to allow the air to escape, and turn it on again. Repeat until flow improves. If air pockets are present at the base of the Crown, take a rubber Spatula and scrape around the area to release the air.
11. If you are not using Sephra Chocolate, you will likely need to thin your Chocolate.

CHOCOLATE FOUNTAIN SPECIFICATIONS

Fountain	CF54RC	CF44RC	Cf44R	Cf34R	Cf27R	Cf23R
Height	34/44/54" 86/112/137cm	34/44" 86/112cm	44" 112cm	34" 86cm	27" 68cm	23" 58cm
Max Capacity	10Kg	10KG	10KG	10KG	5KG	3.2KG
Fountain weight	30.7Kg	28.6KG	27.7KG	24.5KG	13.2KG	11.4KG
Tier set weight	11.8Kg	10.9KG	10KG	6.8KG	3.2KG	2.3KG
Base weight	17.7Kg	17.7KG	17.7KG	17.7KG	10KG	9.1KG

- Precision-crafted, food-grade stainless steel.
- Quick Set Tier System - assembles in seconds.
- Direct Drive Motor - No Belts.
- ETL Electrical Certification.
- ETL marked to NSF sanitation standards.
- Heavy duty transport cases.
- Auger-driven.
- Heated basin to melt chocolate quickly and evenly.
- Extra-wide basin to minimise drips.
- Removable basin bowl for easy clean-up.
- Dishwasher-safe tier set assembly.
- Power Usage (120V): 9 amps for Convertible models, Sephra and Montezuma; 6 amps for Aztec, 4 amps for Cortez.
- Power Usage (240 V): 5 amps for Convertible models, Sephra and Montezuma; 3 amps for Aztec, 2 amps for Cortez.



TROUBLESHOOTING

FONDUE DOES NOT CURTAIN PROPERLY

- a. **FOUNTAIN IS NOT LEVEL:** The base of the Fountain must be level in order for Chocolate to curtain properly. If the Chocolate is flowing heavily on one side, raise that side of the Fountain using the adjustable levelling feet until the Chocolate flows evenly.
- b. **AIR BUBBLES:** Air is often trapped inside the Cylinder when the Fountain is initially turned on or if the Chocolate level in the Basin becomes too low. This causes gaps in the Chocolate curtain. To resolve this, simply turn the Fountain off, allow it to sit for 15-30 seconds, and turn it back on. If when turning the Fountain on you see the bottom of the Cylinder, additional Chocolate needs.
- c. **NOT ENOUGH CHOCOLATE:** Refer to the “RECOMMENDED CHOCOLATE (OR FONDUE) AMOUNTS” table to ensure that you are meeting the minimum capacity requirement.
- d. **CHOCOLATE IS TOO THICK:** Chocolate will not flow correctly if it is at the wrong temperature. Generally, for Dark Chocolate, the temperature should be increased. For White and Milk Chocolate, the temperature should be decreased. Please see “CHOCOLATE OPERATING TEMPERATURES” for appropriate heat settings.
- e. **FOOD BLOCKING CHOCOLATE FLOW:** Turn the motor off and use a Spatula to check for food items that may have become lodged between the bottom of the Cylinder Sleeve and the Basin.
- f. **SMALL FOOD PARTICLES IN THE CHOCOLATE:** Small pieces of food flowing in the Chocolate may cause gapping as the pieces flow over the tiers. Turn the Motor off and try to remove the food with a Spatula or Strainer.

CHOCOLATE IS THICK AND CLUMPY

When Chocolate is overheated or scorched, it becomes thick and clumpy. White and Milk Chocolate are especially susceptible to overheating. If this occurs, stir small amounts of vegetable oil or cocoa butter into the Chocolate until it reaches the appropriate consistency. Chocolate may also be placed in a blender and mixed with the thinning agent. Consult the “CHOCOLATE OPERATING TEMPERATURES” to ensure you are using the appropriate heat setting. To avoid scorching, stir the Chocolate often with a Spatula, scraping it from the bottom of the Basin as you stir. Chocolate will also become clumpy if it has come into contact with water.

THE FOUNTAIN WILL NOT HEAT PROPERLY

- a. **ELECTRICAL PROBLEM:** Make sure that the Fountain is plugged into a working electrical outlet and that the switch is in the ON or PREHEAT position. If you have another appliance plugged into the same outlet, the Fountain may not be receiving electricity.
- b. **DAMAGED THERMOSTAT:** Move the temperature dial gradually from 1-10. Listen closely at the base of the Fountain to hear a “click” when raising the temperature. If you hear a click, the Thermostat is functional and the problem may be a wiring issue. If you do not hear a click, please call us on +44 (0)1592 656 737 for further assistance.
- c. **LOOSE WIRING:** Unplug the Fountain, turn it over, and remove the Base Screen. Check to see that all of the wires and contacts are firmly in place. Important: Before touching any wires, discharge the electricity from the Fountain to avoid electric shock. Do this by switching the Fountain from START to OFF several times once the Fountain is unplugged. If there are any loose contacts for which the original position can be easily determined, reattach them. Please call us on +44 (0)1592 656 737 for further assistance.

TROUBLESHOOTING

THE FOUNTAIN WILL NOT TURN ON

- a. **REMOVABLE BASIN LOOSE:** There is a safety pin that will not engage properly until the Basin bowl is firmly screwed down. It is located on the top rim of the Base Unit under the Basin (bowl).
- b. **BAD ELECTRICAL CONNECTION:** Power may have been interrupted by an electrical breaker being tripped. Fountains with a 120V power supply require a dedicated 10-amp breaker to provide the fountain with an ample supply of power. These models will draw 4–9 amps when the motor and heat are on. The 240V Fountains draw 2-5 amps total and require a 5-amp breaker.
- c. **FUSE HAS BLOWN:** The fuse can be replaced from the Fountain exterior by twisting the fuse cap off (flat-head screwdriver or coin may be needed), exchanging the fuse, and repositioning the fuse cap. For fuse specifications see **ELECTRICAL FUSE REPLACEMENT**.

THE FOUNTAIN MAKES A KNOCKING NOISE

- a. **IF KNOCKING IS COMING FROM THE CYLINDER:** When the Fountain starts up, the auger may knock against the Cylinder momentarily until the Chocolate has coated the inside Cylinder walls and Auger. If knocking continues, make sure the Stabiliser is correctly positioned at the top of the Cylinder around the Auger Knob so the Auger is held in the center of the Cylinder. Make sure the Auger is completely settled on the square pin in the Basin. Also check to see that the Cylinder is resting firmly in the sleeve.
- b. **IF KNOCKING IS COMING FROM THE BASE:** Fountain parts may be cold. If the Cylinder was cold when the Fountain was turned on, Chocolate may have hardened inside the Cylinder, causing the Auger to bind and not turn properly. Use a blow dryer or heat gun to warm the outside of the Cylinder and melt the Chocolate inside the Cylinder before restarting the Fountain.

For further troubleshooting questions or concerns please contact us on:

Telephone: +44 (0)1592 656 737

Email: info@sephra.com

Website: www.sephra.com

Address: Sephra Europe, Sephra House, Denburn Road, Kirkcaldy, Fife, Scotland, KY1 2BJ.

CHOCOLATE FOUNTAIN MAINTENANCE

SCHEDULED OPERATOR MAINTENANCE

Your Sephra chocolate fountain is made of the highest quality components, but like all machines with moving parts and electrical components it must be serviced on a regular basis in order to continue functioning properly. The service intervals will vary depending on the amount of time the fountain has been in operation.

Those venues which operate the fountain for several hours at a time will be required to service their fountains much more often than those who use it for events where it may operate for 2 to 4 hours at a time on an intermittent basis.

As defined in the Warranty Agreement, requires that your Sephra Chocolate Fountain be serviced after every 1500 hours of operation. Some parts of the fountain are subject to wear and tear and are not covered by the Warranty, such as the seals, bearings, basin shaft and misc. other parts. These parts become worn with continued use and must be replaced. Failure to replace these parts and perform this service on a timely basis as recommended could result in failure of the motor, voiding its two year limited warranty.

To assist our customers in properly maintaining their Sephra Chocolate Fountain we offer the Sephra Maintenance Service which is outlined in detail in Appendix II which is in the rear of the Operating Manual. We highly recommend you take advantage of this service to keep your chocolate fountain investment in top working condition.

ELECTRICAL FUSE REPLACEMENT

Occasionally the electrical fuse will burn out and must be replaced. The 120V and the 240V models require different fuses. The 120V models require the following fuses: The CF44R4 Convertible, CF44R3-Sephra model(s) and the CF34R4-Montezuma model require a 15-amp straight fuse or 10-amp slow blow fuse, 1 1/4" in length. The CF27R2-Aztec model and the CF23R2-Cortez model require a 10-amp straight fuse.

FOR 240V UNITS THE FOLLOWING FUSES ARE REQUIRED

SEPHRA AND MONTEZUMA MODELS: 8 AMP FUSE

AZTEC AND CORTEZ MODELS: 5 AMP FUSE

FREQUENTLY ASKED QUESTIONS

Q: ARE THE FOUNTAIN COMPONENTS DISHWASHER-SAFE?

A: Yes, all removable fountain components may be washed in a dishwasher except the removable basin (bowl).

Q: WHAT HEAT SETTING SHOULD MY FOUNTAIN BE SET TO FOR CHOCOLATE?

A: Please see the “Chocolate Operating Temperatures” table.

Q: CAN LEFTOVER CHOCOLATE BE REUSED?

A: Yes, but for sanitation reasons it is not recommended.

Q: CAN SEPHRA CHOCOLATE BE ORDERED ONLINE?

A: Yes! Please visit us online at www.sephra.com for simple online ordering of chocolate and accessories.

Q: CAN I USE CHOCOLATE OTHER THAN SEPHRA CHOCOLATE IN THE FOUNTAIN?

A: Yes, other chocolate may be used, but it will most likely need to be thinned with cocoa butter to flow through the fountain.

Q: WHAT ARE THE POWER REQUIREMENTS FOR THE FOUNTAIN?

A: A dedicated 10-amp outlet is required for all 120V fountains. Fountains running on a 240V power supply require a dedicated 5-amp outlet.

Q: CAN I COLOUR MY CHOCOLATE?

A: Yes! You can purchase oil-based colourings at www.sephra.com. Never use water based products with your chocolate.

Q: DOES THE SEPHRA FOUNTAIN TEMPER CHOCOLATE?

A: No, but the chocolate itself can be tempered using standard tempering procedures.

Q: CAN FONDUES OTHER THAN CHOCOLATE RUN THROUGH THE FOUNTAIN?

A: Absolutely! Any fondue that is the appropriate consistency can run through the fountain. This includes caramel, cheese, barbecue sauce, and more. Use a thinning agent consistent with the fondue's flavour. Visit www.sephra.com for recipe ideas.

Q: WHAT DO I DO IF THE FONDUE IS NOT CURTAINING COMPLETELY OVER THE FOUNTAIN TIERS?

A: Please see “troubleshooting” item #1.

Q: HOW DO I STORE MY SEPHRA CHOCOLATE?

A: Chocolate should be stored in a cool, dry place. Do not freeze or refrigerate chocolate as condensation may alter the chocolate's consistency.

Q: HOW MUCH CHOCOLATE DOES THE FOUNTAIN HOLD?

A: Please see the “Recommended Chocolate Amounts”

Q: IF I PURCHASE 10Kg OF CHOCOLATE HOW MANY PEOPLE WILL THAT FEED?

A: 10Kg of chocolate will feed approximately 200 people.

Q: CAN I REFILL THE FOUNTAIN WITH CHOCOLATE CHIPS WHILE IT IS RUNNING?

A: Depending on how much chocolate you are adding, it may need to be pre-melted. Please see “Adding Additional Chocolate.”

Q: DOES THE FOUNTAIN NEED TO BE SERVICED REGULARLY?

A: Yes. Please see “Maintenance”.

Q: WHERE DO I GO FOR REPLACEMENT PARTS?

A: Please call Sephra Europe on +44 (0)1592 656 737 for replacement parts. All replacement parts can be ordered directly from Sephra or authorised distributors. Some standard parts are available at local hardware or electronic stores.

SANITATION AND HEALTH GUIDELINES

Sephra is committed to helping its customers provide the public with a healthy and sanitary environment in which to enjoy the Sephra Chocolate Fountain at their special events. Sephra encourages its customers to comply with the following recommended Health and Sanitation Guidelines:

SANITARY USE OF THE CHOCOLATE FOUNTAIN

A healthy and sanitary environment must be ensured with each use of the chocolate fountain.

A trained attendant should accompany the chocolate fountain at every event. The attendant's responsibility is to operate the fountain and ensure that each guest at the event follows the proper sanitary procedures below:

- a. Everyone involved in the handling and preparation of food items should be Food Handler Certified by the local health agency. The attendant must be Food Handler Certified.
- b. The attendant should serve each guest by dipping the requested food item into the flowing chocolate and then serving the item to the guest on a plate.
- c. A separate skewer is to be used with each food item.
- d. Food items should never be dipped in the chocolate after coming into contact with a guest's hand or mouth.
- e. Guests should never touch the chocolate with their hands, etc.
- f. Guests should never introduce anything into the chocolate other than that which has been provided by the caterer.
- g. Leftover chocolate remaining in the fountain at the end of each event should be disposed of and not reused.

CLEANLINESS

Sephra Chocolate Fountain components are made of high quality, food grade stainless steel. Any components that come into contact with chocolate must be cleaned thoroughly after every use. The tier set components (cylinder, tiers, crown, and auger) are all dishwasher-safe and should first be washed in warm, soapy water to remove all excess chocolate. The basin should be washed with warm, soapy water after each use, with care to avoid getting water on or inside the fountain housing. It is also recommended that a sanitizing agent be used after the fountain components have been washed.

THANK YOU

We appreciate your business and hope that you enjoy your Sephra Chocolate Fountain with your customers for many years. Should you have any questions or comments please contact us at the following offices:

For all customers located within Europe, the Middle East, Africa, Australasia or Russia please contact us on +44 (0)1592 656 737 or email info@sephra.com. We are here to assist you and to help you get the most enjoyment and success from your Sephra Chocolate Fountain.

If you are located in South, Central and North America, please call (858) 675-3088 or email info@sephrausa.com.

LIMITED LIFETIME WARRANTY

Subject to the limitations below, Sephra, L.P. (“Sephra”) warrants that the Sephra Chocolate Fountain (“Fountain”) you have purchased will be free from defects in materials and workmanship under normal and proper use and service and if properly maintained, as specified in the Operating Manual, will perform its intended function for as long as you, the original purchaser, own the Fountain. If you are not completely satisfied with the quality of the materials or the workmanship of the Fountain you receive you may return it UNUSED within 10 days from the date you received the Fountain and we will provide a replacement Fountain.

“Limited Lifetime” refers to the serviceable life of the Fountain. This is defined as the period during which all components are available. Should the Fountain prove to be irreparable, Sephra reserves the right to substitute an equivalent component if available or, if such component is no longer manufactured or generally available, to retract the Lifetime Warranty. Notwithstanding the foregoing, the warranty on the original motor is for two (2) years from the date of purchase.

This Limited Lifetime Warranty DOES NOT extend to those parts of the Fountain that are subject to wear and tear. Components which are generally subject to wear and tear and which are not covered by this warranty may include but are not limited to: bearings, seals, motor brushes, drive shaft, belt, fuse etc. Use for other than normal use is NOT covered under this warranty. The Limited Warranty provided herein is specifically for the providing of replacement components which have been determined to have been defective in materials or workmanship and does not cover the costs of labour that may be associated with the repair of the Fountain. You are responsible and shall pay for all shipping costs required to obtain Warranty Service.

The Sephra Limited Lifetime Warranty is available only to the original purchaser, is not transferable and is valid only in the United States of America and Canada. The Sephra Limited Lifetime Warranty is void and of no force or effect if the Fountain purchased has been tampered with, repaired, disassembled, changed, altered, or modified by you or any other persons who have not been authorised in writing by Sephra to make such repairs. Excluded from this warranty are damages or defects which resulted from: Other than normal use, normal wear and tear, abuse, damage, accident, impact, misuse, negligence, improper maintenance, non-performance of Scheduled Operator Maintenance as specified below, or storage contamination and deterioration due to water or other liquids, sand, insect infestation, or acts of God.

In order to ensure optimum performance of your Sephra Fountain it must be serviced by an authorised service centre after 2000 hours of operation.. This service schedule (the “Scheduled Operator Maintenance”) should be followed every 2000 hours the fountain has been in use. This scheduled maintenance service IS NOT covered under the warranty and there is a charge associated with this service. The service will include the replacement of those parts subject to normal wear and tear that are described above. Failure to adhere to the scheduled maintenance plan may void the warranty on the motor should it be damaged due to failure of the other components that have been worn through use.

LIMITATIONS AND EXCLUSIONS

THE LIMITED LIFETIME WARRANTY REPLACES ALL OTHER WARRANTIES, EXPRESS OR IMPLIED INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. SEPHRA MAKES NO EXPRESS WARRANTIES BEYOND THOSE STATED HERE. SEPHRA DISCLAIMS ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION IMPLIED WARRANTIES OF MERCHANTABILITY, NON-INFRINGEMENT, AND FITNESS FOR A PARTICULAR PURPOSE. THE SEPHRA LIMITED LIFETIME WARRANTY AND ANY IMPLIED WARRANTIES THAT MAY EXIST UNDER STATE LAW APPLY ONLY TO THE ORIGINAL PURCHASER OF THE SPECIFIC SEPHRA PRODUCT, AS IDENTIFIED BY SERIAL NUMBER, AND LAST ONLY AS LONG AS SUCH PURCHASER CONTINUES TO OWN THE FOUNTAIN.

SOME STATES DO NOT ALLOW THE EXCLUSION OF IMPLIED WARRANTIES SO THIS LIMITATION MAY NOT APPLY TO YOU. IF THESE LAWS APPLY, THEN ALL EXPRESS AND IMPLIED WARRANTIES ARE LIMITED IN DURATION TO THE LIMITED WARRANTY PERIOD. NO WARRANTIES APPLY AFTER THAT PERIOD. SOME STATES DO NOT ALLOW LIMITATIONS ON THE DURATION OF AN IMPLIED WARRANTY, SO THIS LIMITATION MAY NOT APPLY TO YOU.

LIMITATIONS OF LIABILITY

SEPHRA'S RESPONSIBILITY UNDER THIS OR ANY OTHER WARRANTY, IMPLIED OR EXPRESS, IS LIMITED TO THE REPAIR, REPLACEMENT, OR REFUND OF THE PRODUCT PURCHASED, AS SET FORTH ABOVE. THESE REMEDIES ARE THE SOLE AND EXCLUSIVE REMEDIES FOR ANY BREACH OF WARRANTY. YOU, THE PURCHASER, AGREE AND ACKNOWLEDGE THAT SEPHRA HAS NO LIABILITY AND SHALL NOT BE RESPONSIBLE FOR ANY DAMAGE YOU MAY INCUR FROM NON-RECEIPT OF THE FOUNTAIN DUE TO DELAYS IN DELIVERY, PRODUCT FAILURE, FAILURE OF THE FOUNTAIN TO FUNCTION PROPERLY AT ANY FUNCTION OR EVENT, THE DESIGN OF THE FOUNTAIN OR ITS CONSTRUCTION, OR ANY OTHER CAUSE, WHETHER LIABILITY IS ASSERTED IN CONTRACT, TORT, OR OTHERWISE. SEPHRA IS NOT RESPONSIBLE FOR INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OF ANY KIND RESULTING FROM ANY BREACH OF WARRANTY OR UNDER ANY OTHER LEGAL THEORY INCLUDING, BUT NOT LIMITED TO, LOST PROFITS, DOWNTIME, GOODWILL, OR DAMAGE TO OR REPLACEMENT OF EQUIPMENT AND PROPERTY.

INTERNATIONAL FIVE YEAR LIMITED WARRANTY

Subject to the limitations below, Sephra, L.P. (“Sephra”) warrants that the Sephra Chocolate Fountain (“Fountain”) you have purchased will be free from defects in materials and workmanship under normal and proper use and service and if properly maintained as specified in the Operating Manual, will perform its intended function for a period of five (5) years from the date of purchase. If you are not completely satisfied with the quality of the materials or the workmanship of the Fountain you receive you may return it UNUSED within 10 days from the date you received the Fountain and we will provide a replacement Fountain.

This limited warranty DOES NOT extend to those parts of the Fountain that are subject to wear and tear. Components which are generally subject to wear and tear and which are not covered by this warranty may include but are not limited to: bearings, seals, motor brushes, drive shaft, belt, fuse etc. The fountain motor is limited to a two (2) year warranty. This limited warranty applies only to the original purchaser and is not transferable. Use for other than normal use is NOT covered under this warranty. The Limited Warranty provided herein is specifically for the providing of replacement components which have been determined to have been defective in materials or workmanship during the five (5) year warranty period and does not cover the costs of labour that may be associated with the repair of the Fountain. Notwithstanding the foregoing, labour charges are covered for a period of one year if the Fountain is serviced within the United Kingdom. Should a replacement component be provided during the five (5) year warranty period, the warranty on the replacement component will be in effect until the end of the initial five (5) year period.

You are responsible and shall pay for all shipping costs required to obtain Warranty Service. This Warranty is void and of no force or effect if the Fountain purchased has been tampered with, repaired, disassembled, changed, altered, or modified by you or any other persons who have not been authorised in writing by Sephra to make such repairs.

This Warranty is also void if a voltage converter device is used. Excluded from this warranty are damages or defects which resulted from: Other than normal and proper use, normal wear and tear, abuse, damage, accident, impact, misuse, negligence, improper maintenance, non-performance of Scheduled Operator Maintenance, as specified below or storage contamination and deterioration due to water or other liquids, sand, insect infestation, or acts of God.

In order to ensure optimum performance of your Sephra Fountain it must be serviced by an authorised service centre after 1500 hours of operation or one year from the date of purchase, whichever is sooner. This service schedule (the “Scheduled Operator Maintenance”) should be followed every 1500 hours the fountain has been in use. This scheduled maintenance service IS NOT covered under the warranty and there is a charge associated with this service. The service will include the replacement of those parts subject to normal wear and tear that are described above. Failure to adhere to the scheduled maintenance plan may void the warranty on the motor should it be damaged due to failure of the other components that have been worn through use.

SERVICING APPOINTMENTS

HOW TO OBTAIN WARRANTY SERVICE

If any component of the Fountain proves to be defective during the warranty period applicable to such component, contact our Customer Service Department to make arrangements for warranty service and for the location of the nearest certified Sephra repair service provider. Please be prepared to provide (1) your name, address, and telephone number (2) Proof of Purchase (3) a description of the defect believed by you to be covered by this Limited Warranty (4) Sephra Fountain model and serial number. To reach a Customer Service Centre, please call +44 (0)1592 656 737 or by email: info@sephra.com.

After you have contacted our offices and discussed the nature of the claimed warranty defect, Sephra may require you to return the Fountain to a specified authorised service centre for inspection and Warranty Service or may authorise you in writing to obtain service from an authorised technician in your area. Sephra or its designated service centre, in its sole discretion, will determine after inspection, if the defect developed under normal and proper use and the availability of coverage under this warranty. Provided the defect is deemed to be under warranty, Sephra will, at its sole discretion, repair or replace the defective component(s) and reserves the right to use reconditioned or refurbished serviceable used parts which meet Sephra's quality standards for warranty repairs. Repair, replacement, or adjustment of the defective components shall be Sephra's sole obligation and the customer's sole remedy hereunder.

The Warranty Service provided will restore the Fountain to normal operating condition and Sephra has no liability to update any Fountain presented for Warranty Service with any internal or external design or modification which Sephra had made to its fountains after the date you purchased the Fountain covered by this warranty. You are responsible and shall pay for all shipping costs required to obtain Warranty Service. You are responsible for ensuring that the Fountain is packaged and shipped in such a way that it arrives to Sephra or the service centre undamaged. You are responsible for any damage incurred in shipping.

We strongly recommend packing your fountain in your Sephra Catering or Carrying Case within an overage box for return shipping. If the Fountain is received in any packaging other than the case in which you originally received the Fountain, Sephra reserves the right to charge you for the price of a new case in which to ship the Fountain back to you so that the Fountain will be protected during shipping.

This warranty is the complete and exclusive statement of warranty which Sephra agrees to provide with respect to the Fountain and it shall supersede all prior and contemporaneous oral or written agreements, understandings, proposals and communications pertaining to the subject matter hereof. Representations and warranties made by any person, including dealers or distributors, which are inconsistent or in conflict with the terms of this warranty, shall not be binding upon Sephra unless reduced to writing and approved by an expressly authorised officer of Sephra.

Rev. 6/18/2012

SEPHRA SYSTEM

PREPARING YOU TO SUCCEED IN THE CHOCOLATE FOUNTAIN RENTAL BUSINESS

Sephra, has developed “The System” to help you establish your Chocolate Fountain as an effective and profitable element of your business for years to come. We urge you to have all of those at your company who will handle the fountain read the product instruction manual and also be aware of any information relevant to them from “The System.” “The System” addresses business elements associated with your Chocolate Fountain and helps you prepare for events. For specific operating directions, please refer to your product instruction manual.

THE SYSTEM

CHOCOLATE AND SKEWERS

Whether this is your first Sephra Chocolate Fountain or your fifth, you will always want to have plenty of Chocolate and Skewers on hand for your events. Make sure you never have to turn down a last-minute opportunity because you are out of stock. Sephra offers a variety of Chocolate flavours and accessories to suit your needs and the needs of your customers.

You can order Chocolate and Accessories by calling us within the UK on +44 (0)1592 656 737 or by ordering online at www.sephra.com.

GREAT CHOCOLATE MAKES GREAT FONDUE!

If you want great Chocolate Fondue you have to use great Chocolate. We encourage you to use Sephra Belgian Chocolate, which has been specially formulated to flow flawlessly in Sephra Fountains. Its spectacular taste and aroma are unsurpassed!

We recommend Sephra Chocolate not only because of its ease of use, but also because of its rich flavour. Sephra Chocolate has a high percentage of cocoa butter, allowing it to run smoothly through the Fountain without the addition of vegetable oil. Most other Chocolates on the market require the addition of vegetable oil to reach the proper viscosity. Many of our customers receive business referrals simply because of the superior taste and quality of Sephra Fondue Chocolate.

MARKETING YOUR CHOCOLATE FOUNTAIN

We recommend always having marketing materials on hand showcasing your Sephra Chocolate Fountain. Let your potential customers know that your Sephra Chocolate Fountain will make their special event even more fabulous!

Sephra offers several attractive business card layouts to help you promote your business. You can also visit the image gallery at www.sephra.com to access free high resolution photos to use for your own marketing materials.

We also suggest researching other fountain providers in your area and across the country to help you formulate your own business plan. An Internet search is a quick, easy way to learn about other fountain companies near you. There are many variables to consider. What services will you provide? What will you charge? Will you send an attendant to each event? To obtain immediate exposure and gather bookings for the upcoming year, try registering for bridal fairs in your area. We also recommend distributing marketing materials to local florists, bridal shops, tux shops, and bakeries. Local business offices and colleges also make great customers. And don't stop there! Schools, banks, libraries, and even your local chamber of commerce all host events celebrating everything from "Back to School Night" to "Customer Appreciation Day." They would be delighted to have this delicious addition to their upcoming event! You may even want to offer a small referral bonus as an incentive for your customers to recommend your services to others.

HEALTH DEPARTMENT COMPLIANCE

We strongly recommend calling your local health department before getting started to see what their requirements are for this type of business. Sanitation guidelines tend to vary from state to state and county to county. If you haven't already, you will also want to take a brief food handler course so that you and your attendants are certified food handlers.

CHOCOLATE FOUNTAIN PRESENTATION

Something to consider before your event is the presentation of the fountain. Presentation is a seemingly small detail that makes a big difference. There are numerous ways to display the fountain and dipping items, and each display should be suited to the event. Here are a few options:

TIERS AND TABLECLOTHS

An easy, basic setup can be done using two tablecloths and a few rectangular blocks. (Be resourceful—even phone books work as the blocks!) Lay one tablecloth directly on the table with the fountain sitting on top of it. Then build levelled steps from the back of the fountain, gradually sloping down around each side to the front. Drape the second tablecloth over the steps to create a flowing look. (The second cloth may be the same or a complimentary colour.) Dipping items may be placed on the steps or directly on the table surface. Placing cloth napkins on top of the tablecloths keeps chocolate soiled linens to a minimum by allowing easy replacement throughout the event. This set-up is basic yet versatile.

GLASS BLOCKS AND MINI LIGHTS

Set up the fountain on a tablecloth, keeping the tablecloth loose to create folds. Then place square glass blocks (purchased from home improvement stores) around the fountain. Place mini lights in the folds of the tablecloth. The dipping items, pre-arranged on ceramic or silver platters, can be set on top of the glass blocks. Dipping items can also be put into glass bowls or vases and placed on top of the platters. This set-up creates a classic, elegant feel. Tip: For holidays or themed parties, change the colour of the mini lights to match the colours of the event.

FLORAL ARRANGEMENTS

Flowers and assorted greenery are always a great addition to the fountain table and can be easily adapted to any theme or season. Try anything from simple bouquets to greens weaved with mini lights to seasonal plants and fruits. Tip: Dipping items on long skewers arranged in a vase to imitate floral arrangements are a fun twist and help when space is limited.

FOUNTAIN TOPPERS

Sephra has designed special stainless steel inserts that fit into the top of the cylinder and serve as holders for floral bouquets and other display items which enhance the beauty and attractiveness of the fountain and draw attention to it during the event. Photos of the Fountain Toppers being used at events can be viewed on the Sephra website. These are available for purchase from Sephra.

WIND GUARDS

Often customers will request the Chocolate Fountain to be used outdoors. In the past this has been difficult due to the wind which will blow the chocolate curtain as it is flowing. Sephra has developed a special Wind Guard which completely encloses and surrounds the entire Chocolate Fountain thereby creating a wind barrier and also a sanitary presentation to comply with some local health code requirements. These Wind Guards will greatly expand the number of events and event venues that you will be able to serve, thereby greatly increasing your revenue opportunities.

ILLUMINATED FOUNTAIN SURROUNDS

Sephra Illuminated Surrounds are a great way to make your fountain stand out from the rest. Made from durable polypropylene and fitted with colour changing LED lighting. The surround also helps prevent drips, and gives a convenient easily wiped surface to display dips. Decide ahead of time, which fountain presentations you will offer. Presentation prices may vary, depending upon your cost. As you attend events, you will learn what your presentations require with regard to setup, clean-up, and maintenance and also what your customers prefer. Remember, presentation items will have chocolate dripped on them, so opt for washable items that are moderately priced.

CHOCOLATE FOUNTAIN EVENT CHECKLIST

Here is a list of items you will want to take to each event. Check your items carefully; as in the hustle of preparing for an event, crucial supplies can be left behind. Also, remember to check that your vehicle will adequately accommodate the fountain, chocolate, and all presentation items.

Fountain	Base	<input type="checkbox"/>	Consumables / Accessories	Chocolate	<input type="checkbox"/>
	Basin	<input type="checkbox"/>		Dipping Items	<input type="checkbox"/>
	Cylinder	<input type="checkbox"/>		Paper Plates	<input type="checkbox"/>
	Auger	<input type="checkbox"/>		Skewers	<input type="checkbox"/>
	Tiers	<input type="checkbox"/>		Napkins	<input type="checkbox"/>
	Crown	<input type="checkbox"/>		Re-Sealable Bags	<input type="checkbox"/>
	Stabiliser	<input type="checkbox"/>		Platters	<input type="checkbox"/>

Cleaning	Dish Soap	<input type="checkbox"/>	Accessories	Decorative Items	<input type="checkbox"/>
	Sponge	<input type="checkbox"/>		Table Cloths	<input type="checkbox"/>
	Bin Bags	<input type="checkbox"/>		Aprons	<input type="checkbox"/>
	Hand Towels	<input type="checkbox"/>		Food Handling Gloves	<input type="checkbox"/>
	Glass Cleaner	<input type="checkbox"/>		Spatula	<input type="checkbox"/>
				Ladle	<input type="checkbox"/>
Spare Parts	Stabiliser	<input type="checkbox"/>		Platters	<input type="checkbox"/>
	Levelling Feet	<input type="checkbox"/>		Microwave Safe Containers	<input type="checkbox"/>
	Fuses	<input type="checkbox"/>		Scissors	<input type="checkbox"/>
				Level	<input type="checkbox"/>
				Business Card	<input type="checkbox"/>
				Knife	<input type="checkbox"/>

CHARGING FOR AN EVENT

There are three basic ways to charge your customer for an event: a flat fee, a per- person fee, or a combination of the two.

FLAT FEE

This usually includes use of the fountain for 3-4 hours, an attendant for the fountain, and the chocolate. The fee can range from £250-£900, depending on your market. We suggest finding out what the current rates are in your area. If the party is larger than 200 people, you will want to charge for the extra chocolate use. 500g of chocolate will typically feed 25-30 people. (This is calculated in addition to the minimum pound requirement for the fountain).

PER- PERSON FEE

This works well for the caterer who provides dipping items with the fountain. The price can vary greatly depending on what food items are being served. Fees can range anywhere from £2-£12 a person.

COMBINATION FLAT FEE AND PER-PERSON FEE

Charge a flat fee for the use of the fountain and a per-person fee for the dipping items. For example, you might charge £300 for the fountain, chocolate, and attendant, and £2 or more per person for several dipping items for the guests to choose from.

DIPPING ITEMS

The list of potential dipping items is endless! For best results, we recommend avoiding items that crumble easily. Crumbs that fall into the chocolate can cause it to thicken and/or gap.

Strawberries Fudge	Pretzels	Biscotti
Bananas	Clustered Nuts Cookies	Shortbread Popcorn Clusters
Pineapple Chunks Orange	Wafers	Turkish Delight Mini Donuts
Slices Peaches / Nectarines	Animal Crackers Brownies	Pretzels Marshmallows Rice
Dried Apricots Kiwis	Peanut Butter Cookies Mint	Crispy Treats Cream Puffs
Apple Slices	Patties	

As always, we are here to help. Should you have any questions or concerns regarding your Sephra Chocolate Fountain, please feel free to call us on +44 (0)1592 656 737.

APPENDIX

The Sephra Maintenance Service satisfies the Scheduled Operator Maintenance clause contained in the product warranty, and provides you, our valued customer, with a quick and reliable way to ensure that your Commercial Sephra Chocolate Fountain will continue to perform at its optimum performance level for many years. Regular maintenance by qualified technicians must be performed on any equipment if it is to provide the long-term service for which it was designed.

TERMS AND CONDITIONS

1. The fee for the Sephra Maintenance Service includes the inspection of the items shown below to ensure that they are functioning properly and the replacement of the items indicated. Additionally, any work which may fall under the Limited Lifetime Warranty will also be performed and parts replaced as required pursuant to such warranty.
2. You have the responsibility to pay for shipping and insurance charges to ship your fountain to and from Sephra or the Sephra Authorised Distributor (“Sephra”) to be serviced. Sephra is not responsible for any damage incurred during shipping.
3. The fountain must be thoroughly cleaned, packaged and shipped to Sephra, in the black carrying case inside a separate shipping box. If the fountain arrives without its’ case, you will be charged the cost of a new case in which to return the fountain to you. If the fountain is received by Sephra not cleaned, a £40 cleaning fee will be charged. Do not send the tier set of the fountain. Prior to shipping your fountain to Sephra, please call to receive an RMA or Return Authorization number. This number must be written on the outside of the shipping box and enclosed inside with the fountain proof of purchase, and an explanation of the problem.
4. If additional parts and labour are required beyond the scope of the Sephra Maintenance Service, you will be notified as to what parts and labour are needed. No repairs beyond the scope of this Sephra Maintenance Service will be made without your authorization either verbal or written.
5. Purchase of the Sephra Maintenance Service does not extend the fountain warranty on the motor or parts.
6. Please allow up to 5 business days for service to be completed once we have received your fountain, and 1-2 days for return shipping (Transit times may differ depending on area).
7. Service charges, terms and conditions and charges may differ between individual Sephra Distributors.

CONTACTING SEPHRA INFORMATION

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SEPHRA[®]

CATERING EQUIPMENT AND SUPPLIES

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