

CASH COW

Big Dog
Boasts
A REAL
Full Size
Steam
Table



Still Bigger
than most carts
Cash Cow shown with
optional water
system

STEAM TABLE

A REAL full size steam table. Boil & Steam on the same cart. All Pans and lids included.

DUAL (2) BURNERS

2 burners and 2 control knobs allows for better heating and gives you more control. Our commercial cast iron burners will last you a lifetime.

STAINLESS STEEL

No aluminum or inferior metals, your new Big Dog boasts a 100% Stainless Steel Exterior. We use 304 NSF Stainless for easy cleaning.

Your New...

CASH COW

Will put out
more hot dogs
than you can serve by
yourself.

90 every 7 minutes

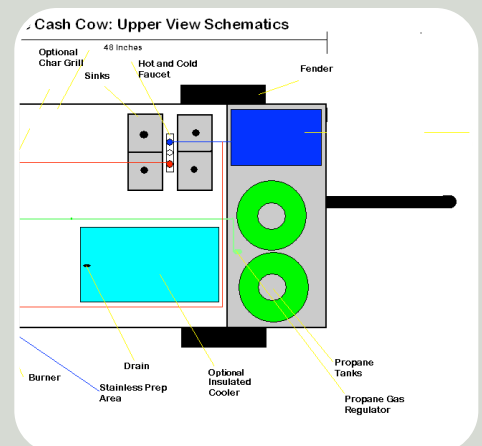


THE CASH COW CART...

Shown above with the optional water system and cooler upgrade. Several states don't require sinks on a cart so we make the cart both ways.

Stats

Weight:	397lbs
Construction:	Stainless Steel 304 NSF Grade
Length:	56" plus 40" towbar
Width:	54" including fenders
Height:	60" top of bread box
Height:	38" top of counter



Download and Get Pre-approved
Always make sure the cart you want meets the states codes. Simply download and print or email to the Health Department.

* All information is approximate and subject to change due to updates.

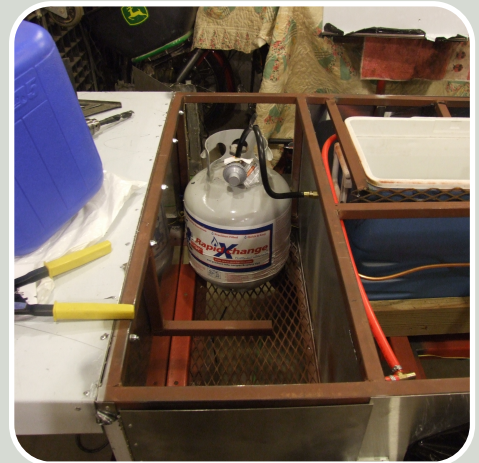
BUILT TO LAST YOU FOR YEARS



Free Training Online at www.LearnHotDogs.com

Solid Steel

Not only is the outside solid steel, but the inside is too. Some may use inferior frames, but at BensCarts, we are solid steel throughout; frame, undercarriage and exterior. We won't settle for any less and nor should you.



D.O.T. Approved with plenty of POWER

The Cash Cow is street legal, DOT approved for use on the highways and interstates. It comes complete with turn, stop and tail lights, approved hitch for your 1 7/8" ball and safety chains. Our frames are bolted and welded for a structure that is more like a tank.

DOT APPROVED:

TRAILER
LIGHTS
COUPLER / HITCH
SAFETY CHAINS
4.8 X 8" TRAILER TIRES
4 WIRE FLAT STANDARD WIRING HARNESS

Ben wants to
help you
succeed!

POWER SOURCE:

2 COMMERCIAL CAST IRON BURNERS
LP PROPANE LINES
PROPANE VALVES AND REGULATOR
EZ ACCESS FOR TESTING, LIGHTING AND
SAFETY CHECKS

MORE STANDARD FEATURES



UMBRELLA

9 FOOT MARKET
UMBRELLA WITH
METAL POLE
SWIVEL AND
CRANK FOR EASY
OPERATION.
STOCKED IN RED

BALANCE

EASE OF USE IS
IMPORTANT AND
THE BIG DOG IS
BALANCED RIGHT
AND ROLLS EZ
ENOUGH FOR ANY
ADULT.

CLEANING

CLEANUP IS
SIMPLE AND CAN
EASILY BE DONE
WITH A WASH
CLOTH AND
DEGREASER OR
MILD SOAP.

TRAVELING

RATED SAFE FOR
HIGHWAY
SPEEDS, YOU
WON'T KNOW
IT'S BEHIND
YOU.

More. You want more?

Tow Bar

The Cash Cow has a fixed tow bar. Tow Bar has 1 7/8" coupler for your 1 7/8" ball with DOT safety chains. Removable tow bar available - see options

Wheel Leveling Jack

A handy slide up and down leveling bar is permanently mounted on the front and rear of the cart for EZ set up and stabilization. Shown here with the removable tow bar and 3rd wheel option.

Breadbox Storage Compartment

Boasting one of the largest bread boxes in the industry, you can easily store 100's of buns no matter the size and still have room for foil and extras. Stainless steel doors outlast and are cleaner than plexi-glass and keep prying eyes off your goods.

Meat and Beverage Cooler (upgrade only)

Fully insulated and rated to hold ice for up to 5 days in 90 degree heat. This cooler is best used for storing your meat and condiments. Most vendors prefer a extra large stand alone cooler for their cold drinks.



HERE YA GO...



Standard Cash Cow

If you live in a state where sinks and water system are not required, you may want to consider the Cash Cow Standard.

Meat and Beverage Cooler comes with the water system upgrade only.

Standard Cash Cow has no sinks nor cooler.

WATER SYSTEM



Pictures can be deceiving

When you receive your Cash Cow, you will be pleasantly surprised. Its much bigger and has more room for work than most carts sold today.

You can easily push or pull the Cash Cow around and even pull it behind a motorcycle.

Sinks and Water System

Upgrade the Cash Cow and it comes standard with a pressurized water system.

Includes:

- 12v Pump
- Hot and Cold Faucet
- 5 Gallon fresh water storage
- 7.5 Gallon Waste water tank
- 4 Sinks 5" X 6"

You have the option to have less sinks installed on request. If selected, the sinks will be larger. Hot water is produced by passing the hot water line over the burners. This provides enough hot water for hand washing and washing a dropped

utensil. Waste tank has on/off valve for easy emptying of waste water.

Cooler

The Meat and Beverage Cooler is included free when you upgrade your Cash Cow with the Water System Upgrade.



Optional:
*DOUBLE
STEAM TABLE



Butler Dogs

One of Ben's Cars first customers; Mr. Butler offers a full range of products.

This cart was customized with vinyl graphics after he received it. He sets up daily at the DMV.



The Steam Table and Burners

Yes, you can steam, boil and even cook from the steam table. The Cash Cow Cart comes equipped with 1 full size steam table. That's huge and it will out perform you. I mean it can cook faster than you can serve. It's that big and bad.

The Cash Cow Cart comes equipped with 4 pans:

- Full size spillage pan (holds the water for steam)
- 3 third size direct heat pans
- Lids for all of them


Best of all, you can arrange, mix up and set up your cart any way you like. When Ben sells a cart, it includes a owners

manual with links to all the best suppliers for pans, lids and accessories so that you can create the set up that works best for you.

Ben's new book, "hot dogs saved my life" includes even more information on pans and set ups.

All product pans and lids are NSF certified and stamped.

We Customize

CAST IRON - 25 YEAR LIFE	STEAM	BOIL & COOK	LIDS	SPILLAGE
	Perforated Pan A pan with holes or slots to allow steam to seep thru to product.	Direct Heat Pan Sits directly over burner and allows for cooking and boiling.	Lids & Covers Hinged pan lids are not allowed in most states.	Spillage Pan Solid pan that holds water, other pans fit inside and keep food from scorching.

Cash Cow Cart Upgrades and...

OPTIONS

Warning:

Make sure your state allows you to serve the food you want to serve. Most states don't allow deep fryers.



OPTIONS AIN'T A MUST, BUT THEY SURE ARE NICE

Don't worry if you can't afford the cart exactly like you want it I teach people everyday, find the best deal, a used cart or even build one and then let that cart buy your second cart - JUST the way YOU Want IT!

A Stainless Steel Grill has many benefits. It attract customers like flies to poop and it really sets your cart off. Everybody loves a grilled hot dog or sausage and with this, you can have your dogs sitting in hot water waiting for the lines to form. Throw that meat on the hot grill and watch the smoke and steam fill the air. The pretty lines will form on the dogs making them irresistible. You

can use your grill to toast buns and cook many things allowed by your state. I use an iron skillet on my grill, this allows me to still use the grill and cook my famous coke and onions at the same time.

Stainless Steel ANSI Certified Permanently mounted, hard lined to your propane tanks.



Add this option during checkout (Mounts off the side of cart)

UPGRADE



Proud Certified Manufacturer

Continuous Hot Water Heater

Make life a bit easier. It's not required as the cart has hot water that uses the steam table burners to create the hot water. This will suffice in most situations and states, but if you want unlimited water (limited only by the amount held in your tank) then this is the way to go.

Recently this was made available and customers are loving it. Now you don't even have to have the steam table running to have a constant flow of hot water. Temperatures are adjustable and allow you to change them as needed. For detailed information on both systems, the standard and the continuous, please see next page.

\$ Special pricing online

Water System (Sinks & Cooler)

This option is explained on a previous page and is a great addition.



Hot Water Heater Specifications:

1. Constant Temp
2. No electricity needed
3. 37,500 BTU output rating
4. 18 3/4" tall, 12 1/2" wide and 5" deep
5. Up to 1.5 gallons of hot water per minute
6. Installed to the on board pump.
7. Adjustable water temperature from 80-150 degrees F
8. On / off switch for running water without heat
9. Operates with 20-80 PSI of water pressure
10. Minimum flow rate is approximately 1.3 liters per minute
11. Includes hose and regulator for attaching to standard LP tank
12. 20 minute auto safety shut off timer
13. One year Manufacturer's Warranty
14. Weighs just 12 lbs with gas hose and regulator
15. No pilot. Ignition system powered by 2 D cell batteries (not included)

Details:

IF YOUR CART HAS A WATER SYSTEM, IT HAS HOT WATER. THE CART PRODUCES HOT WATER BY PASSING THE HOT WATER LINE OVER THE BURNER AREA, SO BY RUNNING YOUR BURNERS YOUR CART PRODUCES HOT WATER. MOST OLDER STYLE CARTS HAD A GRAVITY FLOW SYSTEM, THIS MEANS THE WATER TANK SAT HIGH AND THE WATER WENT THRU THE LINES BY GRAVITY ALONE. UNLIKE A PRESSURIZED SYSTEM, THE WATER TRICKLED OUT OF THE FAUCET. NO BIG DEAL, BUT IT MEANT THAT THE HOT WATER LASTED LONGER BECAUSE THE WATER FLOWED SO SLOWLY. NOW ON ALL OUR WATER SYSTEMS WE HAVE ELECTRIC PUMPS, THIS INCREASES THE FLOW RATE TO OVER 1 GALLON A MINUTE, THE DRAWBACK WITH

THIS IS THAT YOUR HOT WATER COMES OUT QUICKLY AND SO DOESN'T LAST LONG BECAUSE THE HEAT FROM THE BURNERS DOESN'T HAVE TIME TO HEAT THE RAPIDLY FLOWING WATER THRU THE HOT WATER LINE. BY SIMPLY TURNING ON THE WATER TO A TRICKLE, PROBLEM SOLVED! MOST PEOPLE HOWEVER, OUT OF HABIT FORGET AND TURN THE FAUCET ON LIKE THEY WOULD AT HOME AND RUN OUT OF HOT WATER IN SECONDS.

WITH THE OPTIONAL CONTINUOUS HOT WATER SHOWN TO THE LEFT, YOU WILL HAVE AN ENDLESS SUPPLY OF HOT WATER, AS THIS UNIT HEATS THE WATER AS NEEDED USING THE PROPANE SYSTEM ALREADY ON THE CART. IF THIS OPTION IS SELECTED AT CHECKOUT, WE INSTALL THE UNIT PERMANENTLY AND YOU WILL HAVE HOT WATER NO MATTER HOW MUCH YOU TURN ON THE FAUCET. (NOTE: UNTIL YOU RUN OUT OF WATER IN THE 5 GALLON TANK)

YOUR CHOICES: YOU CAN EITHER TURN THE FAUCET ONTO A TRICKLE AND HAVE PLENTY OF HOT WATER OR PURCHASE THE HOT WATER HEATER DURING CHECKOUT. EITHER WAY YOU WILL HAVE HOT WATER.

\$ Special pricing online add during checkout



Griddle Insert

With this stainless steel commercial insert, you can now turn your grill into a 12 X 20 Griddle. For those foods that do better on a flat, un-grated surface, this is what you need.

Griddle is perfect for fajitas, quesadillas, pancakes and much more. Nothing extra to purchase, griddle works off the heat from the grill and fits it perfectly. Lid will not close while griddle is in place.

If you are just going to do onions or peppers, I would suggest using an iron skillet as the griddles' large surface leaves no room for using the grill at the same time.

Roll Top

Some states require a cover over the steam table and this will do the trick in most states. It allows you to cover the entire steam table and pans with one big lid. Hinges meet NSF standards.

The other big benefit to this recent addition is you can have immediate access to any pan without having to move lids over and on top of others. Access all your product at once.

EZ ADD ONS



Customized for
a customer

**Ben's Carts is in every state
and 31 Countries**

**NO MATTER WHERE
YOU LIVE... WE DELIVER**



copyright © 2011

We Deliver

With US brokers and Customs Brokers, we can ship to you anywhere on the planet.



From Alaska to Hawaii, Guam to the U.K. We crate and ship for you.

Shipping prices are on our website, click the shipping link at the top of any page online. Outside the Continental U.S., please contact Ben for a detailed shipping quote. Freight prices change with fuel so get your quote as close to ordering time as possible.

You will love receiving your cart. It's 99% assembled and only requires about 10 minutes to have it ready to go.

The Bread Box is laying down when you receive your cart and 6 bolts later, you will be towing one of the best looking hot dog carts around.

What is a terminal? All big cities have freight terminals, so to save money have your cart shipped to the nearest freight terminal. This is a hub where the freight is unloaded, loaded and sent back out. If you live within an hour of a freight terminal, its well worth the drive to go pick up your new cart there.

**Flat Rate
Shipping**

HOT DOGS SAVED MY LIFE



THE BOOK

Now you can learn the entire business. Ben has recently been published

A COURSE

Not really a book at all, its a complete course in book form.

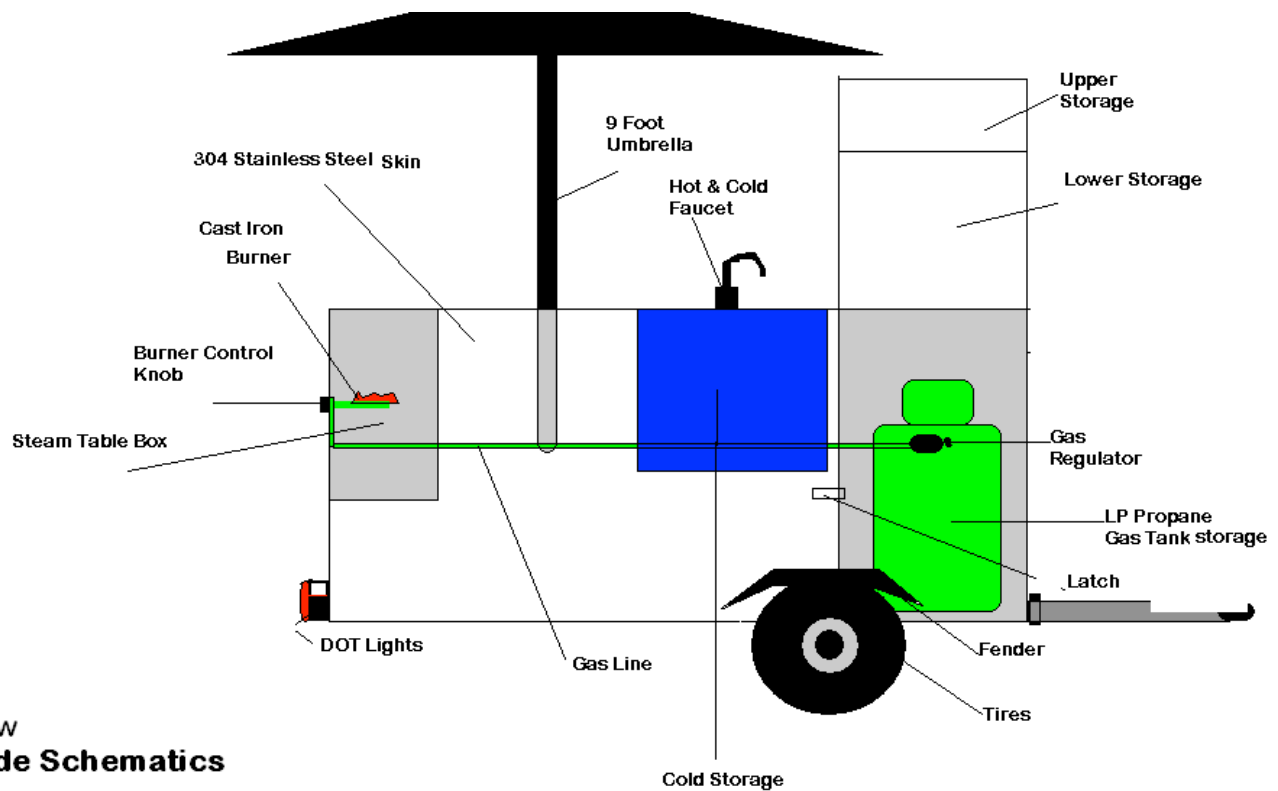
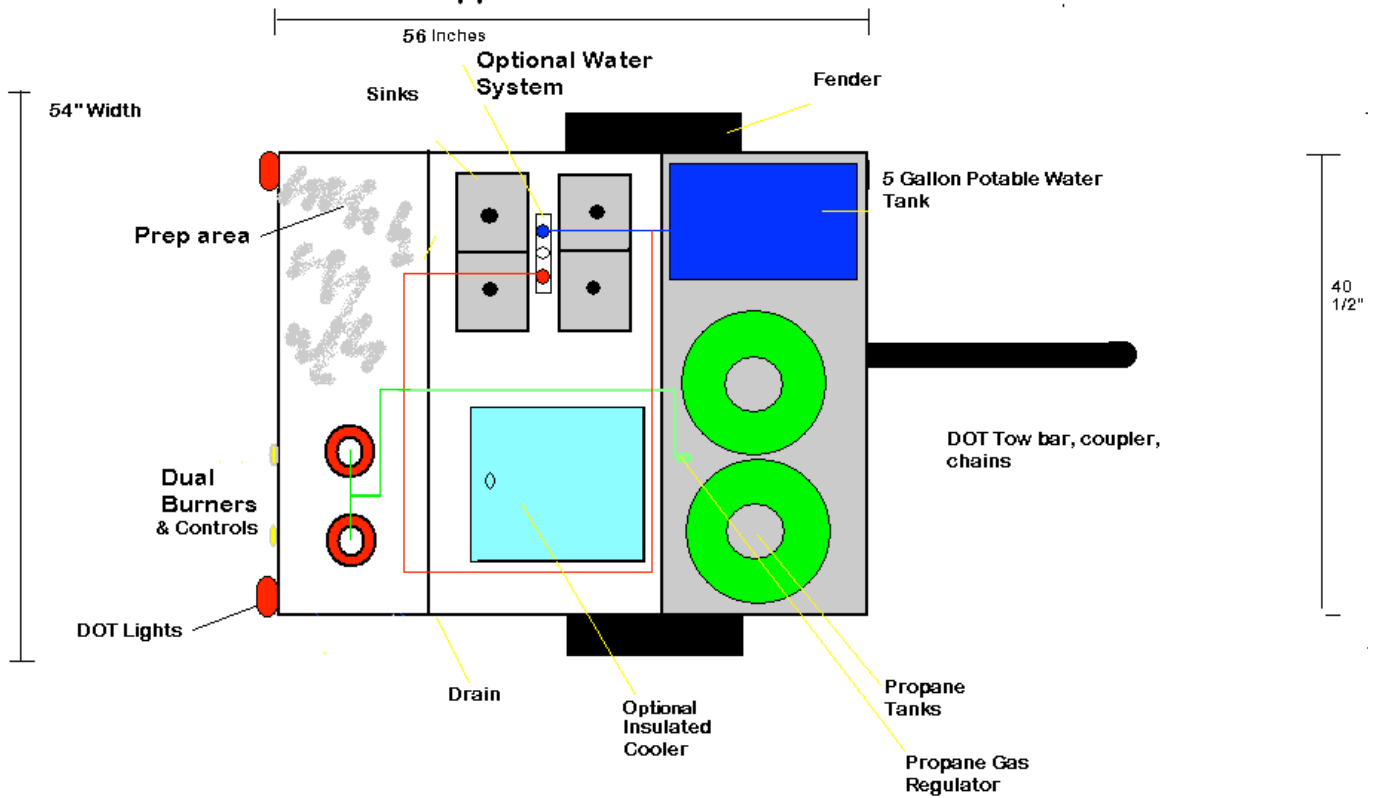
A TO Z

Ben walks you from A to Z and everything in between in the new book.

SECRETS

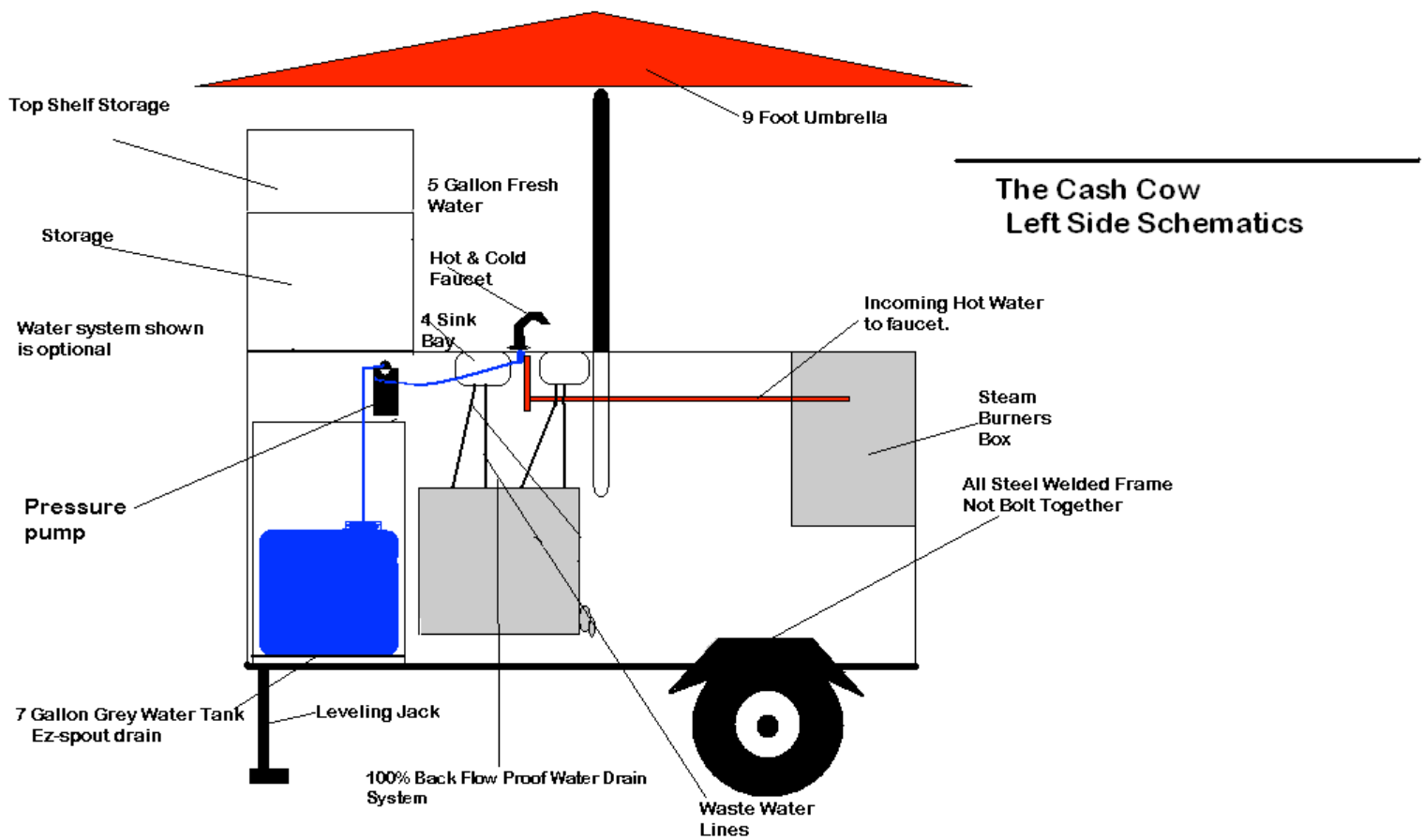
Get all Ben's secrets, tips and tricks. He holds nothing back.

The Cash Cow: Upper View Schematics



**Cash Cow
Right Side Schematics**

**** Water system and cooler are optional items**



NSF, UL and ANSI

Just like UL, NSF works to review, test and to certify compliance of manufactured goods to a set of standards; safety or operational.

ANSI is the acronym for American National Standards Institute, they create certain standards that others can adopt in manufacturing consumer goods. For example: ANSI would be the organization responsible for determining safe chemical compositions a potable water jug. This helps manufacturers from creating a lead based plastic.

NSF and UL inspect, review, test and certify or deny certification of the products made. They are not government agencies and they have competition outside the U.S. also. Just like UL is commonly known as the certifier of electrical components, NSF is commonly known to certify food related products.

You probably haven't seen the NSF or UL stamp on your silverware or your pots and pans at home but it is fairly common to see these marks on commercial applications. Not that it is required, but gives status to the manufacturer of a certain product.

The process of certification is very, very expensive and most manufacturers don't do it. They follow the guidelines set in place by ANSI but without having it verified by the expensive 3rd party.

According to Federal laws, no state can require NSF certification, they can however require it to meet the standard codes. For hot dog carts, it is ANSI standard 59. The error made by some overzealous health inspectors is they will demand your cart have been approved by NSF. (approved is a misnomer, NSF doesn't approve anything - they just verify compliance for a huge fee) They can be held accountable if they demand NSF certification or approval. For more info please see: <http://hotdogcartstore.com/nsf/>

Now: What about Ben's Carts?

BensCarts uses only NSF, UL certified components on all areas where food is cooked. The entire exterior is NSF 304 Grade Stainless Steel, the sinks, water lines and all pans and lids bear the NSF mark. All other items on the cart meet or exceed the outline provided by Standard 59, FDA Chapter 4 (food service equipment).

You can tell I am very opposed to an organization that takes advantage of others especially when involving our health and safety. These should be basic rights and not for profit endeavors.

If you have questions or need additional information, please feel free to contact us.

WHATCHA WAIT'N ON?

Lets get started. First things first though.

I know you want to rush out and get a cart now. But don't! Always do your homework first. Buying the wrong cart or one that can't be approved in your state will only hurt us both.

Get some free guidance

Ben has put together one of the best set of get started videos. He walks you step by step through getting started and what to watch for. It's a must see if you are a new - b.

FREE - FREE - FREE

That's right, the videos are free and there for the taking. So do yourself a favor, start with a good foundation and watch the short video series. Simply go to the training section on BensCarts.com

Custom Carts

Before you get all squirmy with ideas of cool things to serve from your cart, watch the videos first. Most people don't realize it and buy a cart with items that they can never use because most states have rules guiding what you can and can't

prepare and sell on your open style hot dog cart.

After that, yes, send Ben an email and get a quote on that cart with 5 deep fryers and 2 cotton candy machines. BensCarts will build whatever your heart desires. He just doesn't want to sell you an expensive dust collector, so do your due diligence first.



Giddy up!

Join us...

From Facebook to Twitter there is no excuse now. You have done went and read this, so we expect to see you there.



check out our other carts

- The Big Dog
- The Lil' Dog
- The Pro Dog

Email, TEXT or Call

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BENS CARTS

www.HotDogCartStore.com