



## **CHOCOLATE FOUNTAIN OPERATING MANUAL**

Models: CF44R2, CF34R2, CF27R2, CF23R2

## 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 luster 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 honor. 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 . . .

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 proper setup, operation, and cleanup 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, 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 in the fountain basin, microwave, or double boiler and it is ready to use! Remember, if you are serving only the finest fondue chocolate, your customers will taste the difference! You can order Sephra Fondue Chocolate by calling us toll-free at (877) 617-8803 or by visiting our website at [www.sephra.com](http://www.sephra.com).

We aim to help you make your Sephra Chocolate Fountain a very profitable aspect of your business and look forward to assisting you. Thank you for choosing Sephra!

Sincerely,  
The Sephra Team

## **- IMPORTANT -**

For your protection, please read all instructions and 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–Friday, 7am–4pm PST.

**WASH BASIN AND ALL TIER SET COMPONENTS PRIOR TO USE.**

# IMPORTANT SAFEGUARDS

1. READ ALL INSTRUCTIONS BEFORE USING THIS FOUNTAIN.
2. When the fountain basin is removed, the top of the fountain base can be extremely hot. AVOID ANY CONTACT WITH THE TOP OF THE FOUNTAIN BASE WHEN IT IS EXPOSED. Heating element is located directly beneath.
3. Avoid all other surfaces that have become hot during use.
4. 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 bottom grate, vent holes, or other openings.
5. 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.
6. Avoid contact with moving parts, such as the auger in the cylinder or the square pin in the center of the basin.
7. Close supervision is necessary when the fountain is used near children.
8. 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.
9. Always unplug the fountain from the electrical outlet when it is not in use, before putting on or taking off parts, and before cleaning.
10. 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.
11. 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.
12. 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 will void your product warranty.
13. Extreme caution must be used when moving a fountain or fountain components containing hot liquid.
14. Use of the fountain outdoors is not recommended unless a Sephra manufactured wind guard is used.
15. Do not use this fountain for other than its intended use.
16. The fountain must be level to operate properly.
17. Observe and follow customary sanitation guidelines when using this machine.

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## Appendices:

- I-The Sephra System: Preparing You to Succeed in the Chocolate Fountain Rental Business
- II-Sephra Maintenance Service

## **Sephra Chocolate Fountains**

This manual covers the use of the following commercial chocolate fountain models:

- CF 44R2—Sephra
- CF 34R2—Montezuma
- CF 27R2—Aztec
- CF 23R2—Cortez

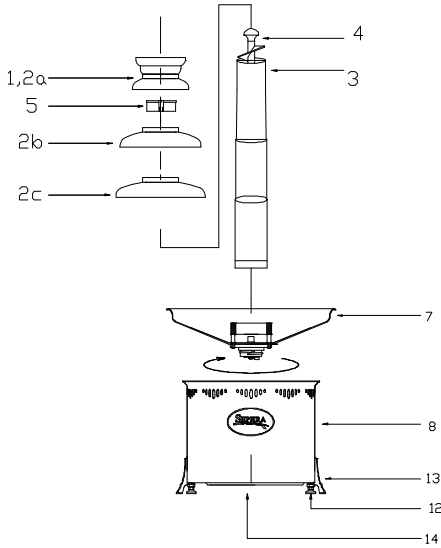
# SAVE THESE INSTRUCTIONS

## FOUNTAIN COMPONENTS

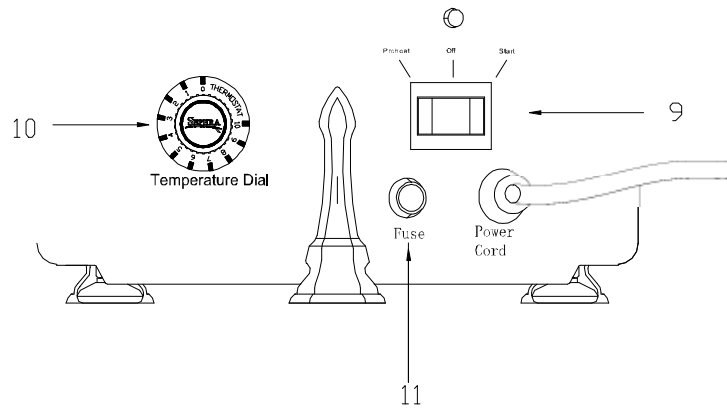
1. **Crown**—Fits on top of the cylinder and sits on top of the stabilizer. On Aztec and Cortez fountains, this is attached to the first tier (2a).
2. **Tiers**—Slide down the cylinder to rest into place. Tiers slope downward to create the various fondue “curtain” levels.
  - a.) **First Tier (Top)**—Attached to the crown on Aztec and Cortez models.
  - b.) **Second Tier**
  - c.) **Third Tier (Bottom on Montezuma, Aztec, and Cortez models)**
  - d.) **Fourth Tier (Bottom on Sephra model)**
3. **Cylinder**—Rests inside sleeve located in the center of the basin.
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.
5. **Stabilizer**— 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 centered in the cylinder, reducing noise.
6. **Cylinder Sleeve**—Fixed onto fountain basin; supports cylinder.
7. **Removable Basin**—Holds the fondue. Twists off for easy cleanup. The basin is directly over the internal heating element.
8. **Fountain Base**
  - a.) **Base Housing**—Surrounds the electrical components, including the motor.
  - b.) **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. **PREHEAT/OFF/START Toggle Switch**—Activates power to the fountain. PREHEAT turns on the heating element only; 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 into bottom of fountain base. These may be loosened or tightened to raise or lower a particular side of the fountain for leveling.
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 FOUNTAIN ILLUSTRATIONS

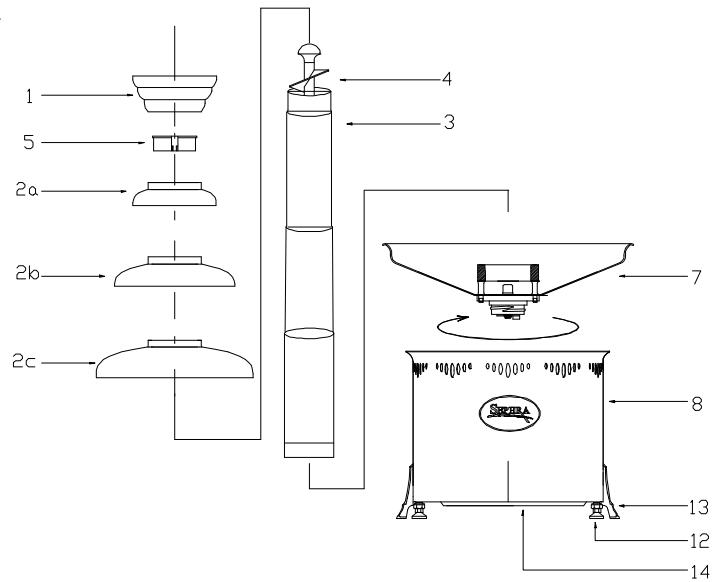
23" Cortez and 27" Aztec Fountains



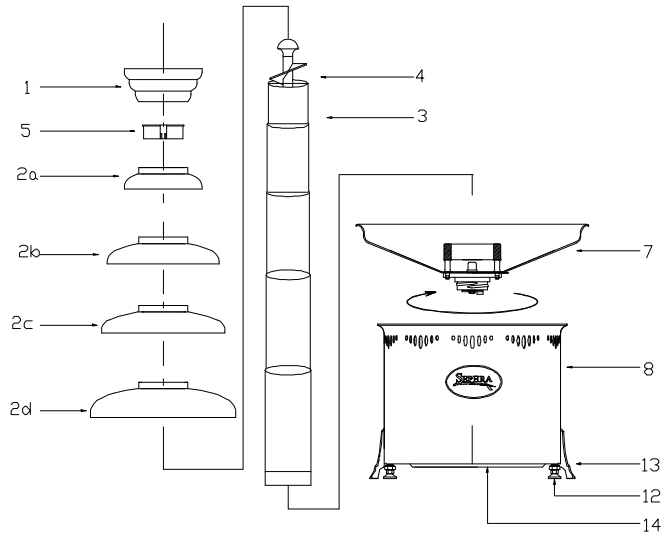
Enlargement of Controls (all models)



34" Montezuma Fountain



44" Sephra Fountain



# 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 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 housing through the vent holes, bottom grate, or other openings as this will damage the electrical components.**
2. Make sure fountain basin is secured tightly onto 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 leveling feet up or down until all sides are even. Assess the level of the fountain by placing a spirit level on the basin rim in several different places if necessary.
4. Position the cylinder to fit inside the stainless steel sleeve located in the basin so that the cylinder stands in place. The welded knob on the cylinder should fit inside the groove on the sleeve. **Press down on the cylinder to ensure that it is firmly placed.**
5. 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 7.
6. Place the stabilizer over the auger knob. Holding the auger by its knob, lower it into the cylinder. Fit the auger over the square pin in the center of the basin. The lip of the stabilizer will rest on the top of the cylinder. Turn the auger clockwise to be sure it is securely in place. You should feel resistance. **If melting chocolate in the basin, wait until the chocolate is completely melted before inserting the auger into the cylinder.**
7. Fit the crown on top of the cylinder. The widest part of the crown should be at the top.
8. Plug the fountain in and move the switch to PREHEAT. Turn the temperature dial to 10 and allow the basin to preheat for 5 minutes. Once basin is preheated, see "CHOCOLATE PREPARATION" for melting temperatures and instructions.

\*\*\* 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, 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 double boiler, or in its microwavable bags according to the instructions on the bags. **WHEN MICROWAVING CHOCOLATE, ALWAYS USE HALF-POWER TO PREVENT SCORCHING.**

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

## Melting Chocolate in Fountain Basin—Sephra and Montezuma

| Chocolate (16 lbs) | Heat Setting | Approx. Melting Time (mins) |
|--------------------|--------------|-----------------------------|
| Dark               | 8            | 45                          |
| Milk               | 7            | 60                          |
| White              | 7            | 60                          |

## Melting Chocolate in Fountain Basin—Aztec and Cortez

| Chocolate (10 lbs) | Heat Setting | Approx. Melting Time (mins) |
|--------------------|--------------|-----------------------------|
| Dark               | 8            | 35                          |
| Milk               | 7            | 45                          |
| White              | 7            | 45                          |

**\*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.

# STARTING THE 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 leveling the fountain.
3. Check to see that the fountain basin 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.

## ONCE THE CHOCOLATE IS MELTED:

6. Place the auger with the stabilizer into the cylinder and turn it clockwise to check that it is locked in place over the center square pin. Place the crown on top of the cylinder.
7. 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 Choc. (lbs) | Minimum Fondue (qts) | Maximum Choc. (lbs) | Maximum Fondue (qts) | Suggested Amt. to Begin Event (lbs) | Suggested Amt. to Begin Event (qts) |
|-------------------|---------------|---------------------|----------------------|---------------------|----------------------|-------------------------------------|-------------------------------------|
| Sephra (CF 44)    | 100+          | 14                  | 6                    | 20                  | 8.75                 | 16                                  | 7                                   |
| Montezuma (CF 34) | 100+          | 12                  | 5.25                 | 20                  | 8.75                 | 16                                  | 7                                   |
| Aztec (CF 27)     | <100          | 8                   | 3.5                  | 11                  | 5                    | 10                                  | 4.5                                 |
| Cortez (CF 23)    | <100          | 6                   | 2.5                  | 10                  | 4.5                  | 9                                   | 3.75                                |

## Adding Additional Chocolate to the Fountain

Twenty pounds of chocolate 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, 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 bags or in a double boiler.

# Chocolate Operating Temperatures

| Chocolate | Heat Setting | Approx. Chocolate Temperature (°F) |
|-----------|--------------|------------------------------------|
| Dark      | 6            | 115-125                            |
| Milk      | 6            | 115-125                            |
| White     | 5            | 105-115                            |

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.

Generally, if White or Milk chocolate becomes too thick, decrease the temperature. If Dark chocolate becomes too thick, increase the temperature. *Scrape sitting chocolate from the bottom of the basin and stir frequently throughout event.*

## CLEANING THE FOUNTAIN

### RECOMMENDED CLEANING SUPPLIES:

- Food handler gloves
- Spatula(s)
- Dish soap
- Small brush or toothbrush
- Large sponge (grout sponge recommended)
- Large container or sturdy plastic bag(s) for leftover chocolate
- Large plastic bags for tier set parts
- Paper towels
- Soft cloth
- 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 mar the finish.

### Cleaning Your Sephra Chocolate Fountain:

1. Wearing food handler gloves, scrape excess chocolate from the crown and stabilizer with a spatula. Remove crown and stabilizer 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.**

5. **The basin 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 glass cleaner and polish with a soft cloth. Return base to your Sephra Base Case for transport.

Proper cleaning after each use will keep the fountain in excellent working condition for years of continued use and enjoyment. Always store fountain components in their cases to help protect them from damage or loss.

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## HELPFUL TIPS

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](http://www.sephra.com). It is also good to have a generous supply of napkins available.
2. Guests should never "double dip," placing a food item that has been bitten back into the fondue flow. Food items should only be dipped in the fondue once.
3. Cut all dipping items into bite-size pieces so they can easily be placed on skewers.
4. Other fondues such as cheese, caramel, and barbeque sauce have a different consistency from chocolate and may flow in a different manner than Sephra Fondue Chocolate does. This is due to the inherent differences in the make-up of various fondues.
5. **Never allow water to come into contact with chocolate as it can thicken and ruin the chocolate.** This includes water-based flavorings and food colorings. Use *oil-based* products instead.
6. Keep chocolate in a cool, dry place. Do not freeze or refrigerate it as moisture may adversely affect the chocolate.
7. 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.
8. Do not add more than the maximum amount of fondue to the fountain basin. If too much fondue is added, it will overflow the basin when the fountain is turned off.
9. 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 fondue 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.
10. If you are not using Sephra Fondue Chocolate, you will likely need to thin your chocolate according to the directions under "CHOCOLATE PREPARATION."
11. 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.
12. Grout sponges (sold at hardware stores) work well for cleaning the fountain.

## Fountain Specifications

| FOUNTAIN SPECS               | Sephra CF 44        | Montezuma CF 34      | Aztec CF 27          | Cortez CF 23        |
|------------------------------|---------------------|----------------------|----------------------|---------------------|
| <b>Total Fountain Height</b> | 44"<br>(111.8 cm)   | 34"<br>(86.4 cm)     | 27"<br>(68.6 cm)     | 23"<br>(58.4 cm)    |
| <b>Chocolate Capacity</b>    | 20 lbs<br>(9 kg)    | 20 lbs<br>(9 kg)     | 11 lbs<br>(5 kg)     | 10 lbs<br>(4.5 kg)  |
| <b>Total Fountain Weight</b> | 56 lbs<br>(25.5 kg) | 51 lbs<br>(23.25 kg) | 27 lbs<br>(12.25 kg) | 23 lbs<br>(10.5 kg) |
| <b>Tier Set Weight</b>       | 22 lbs<br>(10 kg)   | 17 lbs<br>(7.75 kg)  | 7 lbs<br>(3.25 kg)   | 5 lbs<br>(2.25 kg)  |
| <b>Base Weight</b>           | 34 lbs<br>(15.5 kg) | 34 lbs<br>(15.5 kg)  | 20 lbs<br>(9 kg)     | 18 lbs<br>(8.25 kg) |

- Precision-crafted, food-grade stainless steel
- ETL marked to NSF sanitation standards
- Auger-driven
- Heated basin to melt chocolate quickly and evenly
- Extra-wide basin to minimize drips
- Removable basin for easy cleanup
- Dishwasher-safe tier set assembly
- Power Usage (120 V): 9 amps for Sephra and Montezuma; 6 amps for Aztec, 4 amps for Cortez
- Power Usage (240 V): 5 amps for Sephra and Montezuma; 3 amps for Aztec, 2 amps for Cortez

## TROUBLESHOOTING

### 1. Fondue does not curtain properly:

- Fountain is not level:* The base of the fountain must be level in order for fondue to curtain properly. If the fondue is flowing heavily on one side, raise that side of the fountain using the adjustable leveling feet until the fondue flows evenly.
- Air bubbles:* Air is often trapped inside the cylinder when the fountain is initially turned on or if the fondue level in the basin becomes too low. This causes gaps in the fondue curtain. To resolve this, simply turn the fountain off, allow it to sit for 15-30 seconds, and turn it back on. Repeat this procedure until the fountain is flowing at full capacity.
- Not enough fondue:* Refer to the "RECOMMENDED CHOCOLATE AMOUNTS" table to ensure that you are meeting the minimum capacity requirement.
- 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 fondue 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 fondue*: Small pieces of food flowing in the fondue 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.

2. **Chocolate is thick and clumpy**: When chocolate is overheated or scorched, it becomes 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.

3. **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 enough 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 Customer Service for further assistance.
- c. *Loose wiring*: **Unplug the fountain**, turn it over, and remove the protective 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 Customer Service for further assistance.

4. **The fountain will not turn on:**

- a. *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.
- b. *Fuse has blown*: Replace fuse with a 15-amp straight or 10-amp slow blow fuse (Aztec and Cortez fountains require a 10-amp straight fuse). The fuse can be replaced from the fountain exterior by twisting the fuse cap off (flathead screwdriver or coin may be needed), exchanging the fuse, and repositioning the fuse cap.

## 5. 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 stabilizer 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 chocolate inside the cylinder before restarting the fountain.

For further troubleshooting questions or concerns, please contact Sephra's Customer Service Center at (858) 675-3088 during regular business hours (Monday-Friday, 7AM-4PM PST).

## **IMPORTANT !! 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.

**Scheduled Operator Maintenance**, as defined in the Warranty Agreement, recommends that your Sephra Chocolate Fountain be serviced after every 500 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. The motor gear box lubricant must also be changed and refilled on a regular basis. 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.

**SEPHRA MAINTENANCE SERVICE:** 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 120 V and the 240 V models require different fuses. The 120 V models require the following fuses: The CF44R2-Sephra model and the CF34R2-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 240 V units the following fuses are required:

Sephra and Montezuma Models: 8 amp fuse

Aztec and Cortez Models: 5 amp fuse

## FREQUENTLY ASKED QUESTIONS

- 1. Q: Are the fountain components dishwasher-safe?**  
A: Yes, all removable fountain components may be washed in a dishwasher except the removable basin.
- 2. Q: What heat setting should the fountain be set to for the different types of chocolate?**  
A: Please see the "CHOCOLATE OPERATING TEMPERATURES" table.
- 3. Q: Can leftover chocolate be reused?**  
A: Yes, but for sanitation reasons it is not recommended.
- 4. Q: Can Sephra Fondue Chocolate be ordered online?**  
A: Yes! Please visit us online at [www.sephra.com](http://www.sephra.com) for simple online ordering of chocolate and accessories.
- 5. Q: Can I use chocolate other than Sephra Fondue Chocolate in the fountain?**  
A: Yes, other chocolate may be used, but it will most likely need to be thinned to the correct consistency to flow through the fountain. See instructions under "CHOCOLATE PREPARATION."
- 6. 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.
- 7. Q: Can I flavor or color my chocolate?**  
A: Yes! You can purchase oil-based flavorings and colorings at [www.sephra.com](http://www.sephra.com). Never use water-based products with your chocolate.
- 8. Q: Does the Sephra fountain temper chocolate?**  
A: No, but the chocolate itself can be tempered using standard tempering procedures.
- 9. 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, barbeque sauce, and more. Use a thinning agent consistent with the fondue's flavor. Visit [www.sephra.com](http://www.sephra.com) for recipe ideas.
- 10. Q: What do I do if the fondue is not curtaining completely over the fountain tiers?**  
A: Please see "TROUBLESHOOTING" item #1.

11. **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.
12. **Q: How much chocolate does the fountain hold?**  
A: Please see the "RECOMMENDED CHOCOLATE AMOUNTS."
13. **Q: The chocolate is purchased in a 20-lb case. How many people will that feed?**  
A: Twenty pounds of chocolate will feed *approximately* 200 people.
14. **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 TO THE FOUNTAIN."
15. **Q: Does the fountain motor need to be serviced regularly?**  
A: Yes. Please see "MAINTENANCE."
16. **Q: Where do I go for replacement parts?**  
A: Please call Sephra at (858) 675-3088 for replacement parts. All replacement parts can be ordered directly from Sephra. Some standard parts are available at local hardware or electronic stores.

## HEALTH AND SANITATION 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:

1. **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.

2. **Cleanliness:** All 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. Please call (858) 675-3088 or email [info@sephra.com](mailto:info@sephra.com) should you have any questions or comments. We are here to assist you and to help you get the most enjoyment and success from your Sephra Chocolate Fountain.

# LIMITED LIFETIME WARRANTY

Subject to the limitations below, Sephra, LLC ("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 labor 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 authorized 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 authorized service center after approximately 500 hours of operation or approximately one year from the date of purchase whichever is sooner (the "Scheduled Operator Maintenance"). This service schedule should be followed every 500 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.

## WARRANTY 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.

## 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 Center, please call (858) 675-3088 (USA) or by email at: [www.info@sephra.com](mailto:www.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 authorized service center for inspection and Warranty Service or may authorize you in writing to obtain service from an authorized technician in your area. Sephra or its designated service center, 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 center 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, LLC 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 authorized officer of Sephra.

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## INTERNATIONAL TWO YEAR LIMITED WARRANTY

Subject to the limitations below, Sephra, LLC ("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 two (2) 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. 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 two (2) year warranty period and does not cover the costs of labor that may be associated with the repair of the Fountain. Notwithstanding the foregoing, labor 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 two (2) year warranty period, the warranty on the replacement component will be in effect until the end of the initial two (2) 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 authorized 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 authorized service center after approximately 500 hours of operation or one year from the date of purchase, whichever is sooner (the "Scheduled Operator Maintenance"). This service schedule should be followed every 500 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.

### WARRANTY LIMITATIONS AND EXCLUSIONS

THIS LIMITED 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 WARRANTY AND ANY IMPLIED WARRANTIES THAT MAY APPLY, EXTEND 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.

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### LIMITATIONS OF LIABILITY

SEPHRA'S RESPONSIBILITY UNDER THIS OR ANY OTHER WARRANTY, IMPLIED OR EXPRESS, IS LIMITED TO THE PROVIDING OF REPLACEMENT COMPONENTS FOR REPAIR 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.

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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 authorized service center for inspection and Warranty Service or may authorize you in writing to obtain service from an authorized technician in your area. Sephra or its designated service center, 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 center 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, LLC 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 authorized officer of Sephra.

Rev. 6/11/2008

## APPENDIX I

# THE SEPHRA SYSTEM

## Preparing You to Succeed in the Chocolate Fountain Rental Business

Here at Sephra, we have 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.

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## THE SYSTEM

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Now is the time to plan, prepare, and research. If you are starting a new business, you have probably purchased a Business Success Package from Sephra. This includes everything you need to get your company up and running, including: chocolate; skewers; marketing materials; and information on insurance, the health department, and the formation of a business entity. Also provided in the Business Success Package is a sample Rental Agreement and Rental Contract.

### 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 flavors and accessories to suit your needs and the needs of your customers. You can order chocolate and accessories by calling us toll-free at (877) 617-8803 or by ordering online at [www.sephra.com](http://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 or Premium Fondue Chocolate, which has been specially formulated to flow flawlessly in Sephra fountains. Its spectacular taste and aroma are unsurpassed!

We recommend Sephra Fondue Chocolate not only because of its ease of use, but also because of its rich flavor. Sephra Fondue 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 SEPHRA 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 customized postcards and several attractive business card layouts to help you promote your business. You can also visit the photo gallery at [www.sephra.com](http://www.sephra.com) to access free high-resolution photos to use for your own marketing materials.

Purchasing a Sephra Chocolate Fountain also entitles you to a FREE listing on Sephra's website as a Chocolate Fountain Rental Provider. This is a very effective advertising tool as prospective customers frequently refer to our website to find rental companies in their area. To set up your FREE listing, simply click on the "Rent-a-Fountain" link on the Sephra website and follow the simple instructions. Additional information on website listings is available at [www.sephra.com](http://www.sephra.com).

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 bazaars 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.

Sephra's sample Rental Agreement and Contract, available for purchase individually or as part of the Business Success Package, can be formatted to fit your specific business needs. The Agreement explains to your customers the services you offer; the costs of those services; and what is expected of them in the way of deposits, facilities, power requirements, etc. The Contract is where the customer information is gathered, such as their name, address, date of event, etc.

## **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.

## 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 phonebooks work as the blocks!) Lay one tablecloth directly on the table with the fountain sitting on top of it. Then build leveled 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 color.) 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 color of the mini lights to match the colors 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.

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, cleanup, 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.

## EVENT PREPARATION 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:
    - a. Base
    - b. Basin
    - c. Cylinder
    - d. Auger
    - e. Tiers
    - f. Crown
    - g. Stabilizer
  - Chocolate (have extra available)
  - Decoration items (lights, flowers, etc.)
  - Tablecloths
  - Apron
  - Food handler gloves
  - Spatulas
  - Paper towels/pre-moistened wipes
  - Ladle
  - Dish soap
  - Sponge (large grout sponge recommended)
  - Microwave-safe container(s) for excess chocolate
  - Trash bags (small and large)
  - Hand towels
  - Extension cord(s)/power strip
  - Level
  - Scissors
  - Glass cleaner
  - Business cards and postcards (if appropriate to distribute)
  - Presentation items for food, skewers, and napkins (bowls, plates, platters, etc.)
- Suggested Spare Parts:
- Fuses (10-amp slow blow or 15-amp straight fuse; 10-amp straight fuse for Aztec and Cortez)
  - Stabilizer
  - Leveling feet

### IF YOU ARE SUPPLYING DIPPING ITEMS:

- Dipping items (See the list of "Suggested Dipping Items" for ideas.)
- Skewers
- Small disposable plates
- Paper napkins
- Plastic, re-sealable bags (various sizes) for dipping items
- Paring knife (to prepare dipping items)
- Containers for leftover dipping items
- NatureSeal (Food antioxidant to keep your cut fruit fresh. Available through Sephra.)

## HOW TO CHARGE 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 \$350-\$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. One pound of chocolate will typically feed 20-30 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 \$400 for the fountain, chocolate, and attendant, and \$3 or more per person for several dipping items for the guests to choose from.

## SUGGESTED 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        | Graham Crackers       |
| Bananas             | Clustered Nuts        |
| Pineapple Chunks    | Cookies               |
| Orange Slices*      | Wafers                |
| Peaches/Nectarines* | Animal Crackers       |
| Dried Apricots      | Brownies              |
| Kiwis               | Peanut Butter Cookies |
| Apple Slices        | Mint Patties          |
| Pretzels            | Biscotti              |
| Marshmallows        | Popcorn Clusters      |
| Rice Crispy Treats  |                       |
| Cream Puffs         |                       |

*\*These items are particularly popular in White chocolate*

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 at (858) 675-3088.

**BEST OF LUCK AND ENJOY!**

## APPENDIX II

### SEPHRA MAINTENANCE SERVICE

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 Sephra LLC (“Sephra”) to be serviced. Sephra is not responsible for any damage incurred during shipping. A part of this Service Service, Sephra will pay for return shipping to you via FedEx Ground service.
3. The fountain must be thoroughly cleaned, packaged and shipped to Sephra, in the black carrying case inside a shipping box. The fountain should be returned in the black carrying case. 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. The fountain must also be clean. 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 what the problem is.
4. If additional parts and labor are required beyond the scope of the Sephra Maintenance Service, you will be notified as to what parts and labor 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 5-7 days for return shipping. Expedited 2 (two) day service can be



purchased to repair your fountain for a cost of \$60, and you may also elect to pay for expedited return shipping.

## SEPHRA MAINTENANCE SERVICE

### MAINTENANCE SERVICE CHECKLIST \_\_\_\_\_ **Expedited**

**Serial Number** \_\_\_\_\_ **Customer Name** \_\_\_\_\_

The following items have been checked and/or replaced for RMA # \_\_\_\_\_

Date Received \_\_\_\_\_ Date Returned to Customer \_\_\_\_\_ Initials \_\_\_\_\_

|   | <u>Checked</u> | <u>Replaced</u> | <u>Notes</u> |
|---|----------------|-----------------|--------------|
| 1.) Electrical connections and components | -----          | -----           | -----        |
| 2.) Thermal Coupler Secure                | -----          | -----           | -----        |
| 3.) Motor Oil, Gear Lube                  | -----          | -----           | -----        |
| 4.) Heating Element                       | -----          | -----           | -----        |
| 5.) Thermostat                            | -----          | -----           | -----        |
| 6.) Fuse Housing                          | -----          | -----           | -----        |
| 7.) Capacitor                             | -----          | -----           | -----        |
| 8.) Motor Brushes Replaced                | -----          | -----           | -----        |
| 9.) Seals Replaced (2)                    | -----          | -----           | -----        |
| 10.) Bearings Replaced (2)                | -----          | -----           | -----        |
| 11.) Belt Replaced (N/A in all fountains) | -----          | -----           | -----        |
| 12.) Shaft Replaced                       | -----          | -----           | -----        |

Additional Notes: -----  
-----  
-----  
-----  
-----

Additional repairs needed:

- |           |           |
|-----------|-----------|
| 1.) _____ | 4.) _____ |
| 2.) _____ | 5.) _____ |
| 3.) _____ | 6.) _____ |

Additional Repairs Approved by:

Customer Name: \_\_\_\_\_

Date: \_\_\_\_\_





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11035 Technology Place, Suite 100  
San Diego, CA 92127  
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