



JUGO
JUICE

BRAND PRESENTATION



MANIFESTO

Our mission at JUGO is to offer a variety of great tasting, healthy and wholesome products to our customers. Our purpose extends beyond simply delivering great flavours. We aspire to weave positivity into your everyday life by inspiring better choices. We celebrate the small steps that lead to significant differences and aim to be an uplifting presence in your journey towards a healthier, happier lifestyle.



OUR ORIGINS

Jugo Juice is an established franchise brand founded in 1998 in Calgary, Alberta.

On December 4th, 1998, the first Jugo Juice store opened in the trendy Eau Claire Market on the Bow River in Calgary, Alberta. Today, Jugo Juice has grown into a national presence with some 100 franchised stores from BC to NS, maintaining their commitment to blending the purest ingredients with real fruit & vegetables, served in leading-edge stores, by franchise partners who are passionate about offering “good food fast”.



A LIFESTYLE BRAND

Jugo Juice has evolved into a brand that resonates with the core values of our cherished customers. From the curated merchandise within our stores to our content strategy centered around self-improvement and wellness, our aim is to not just serve but to inspire, guide and motivate. We strive to be a beacon of positive influence on your journey towards a better, more vibrant life.



HUMAN REPRESENTATION

Vibrant individuals brimming with positive energy and who possess a wonderful personality. People with a harmonious and balanced approach to life, making informed decisions and without compromising great taste. Active and joyous souls.



OUR CUSTOMERS

KEY DEMOGRAPHICS

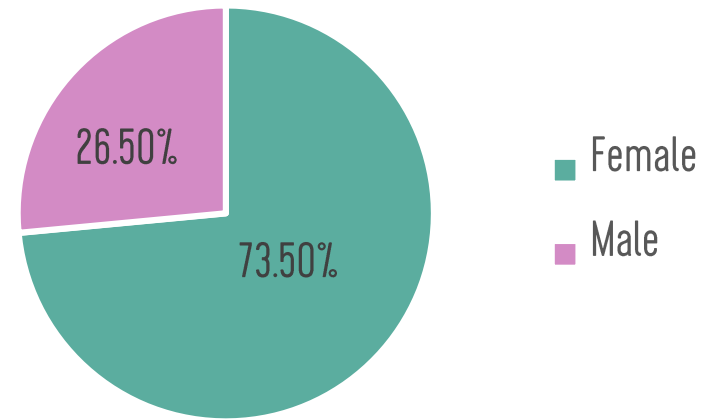
- Customer profile skewing more female : 73.5% Women – 26.5% Men *
- Millennials and Gen Z : 43.7% Between 25-34 yrs *
- Top cities: Calgary – Montreal – Edmonton – Vancouver – Toronto
- Avg Frequency of purchase (Usage Rate) : 2.8 smoothies / month **

PROFILE

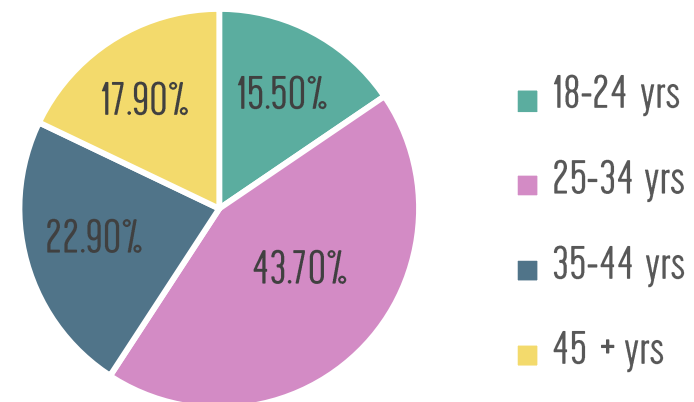
- The Jugo Juice customer appreciates our great tasting product and the fact that we are offering a healthier alternative to their usual choices
 - Some are very healthy and disciplined, eating only food from strict diets;
 - Others see us as a brand that can help them make better choices;
 - And others come to us because they really love our smoothies and how they make them feel.
- Overall, they are young woman and men who have lots of positive energy, a great personality and a balanced approach to life. A person who makes smart choices without sacrificing great taste. Active & Happy.

Sources: *Facebook ** 2016 LANA Porter Group Market Study

Gender



Age Profile



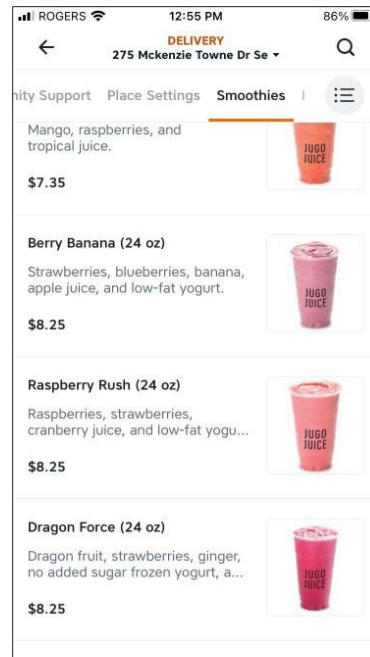
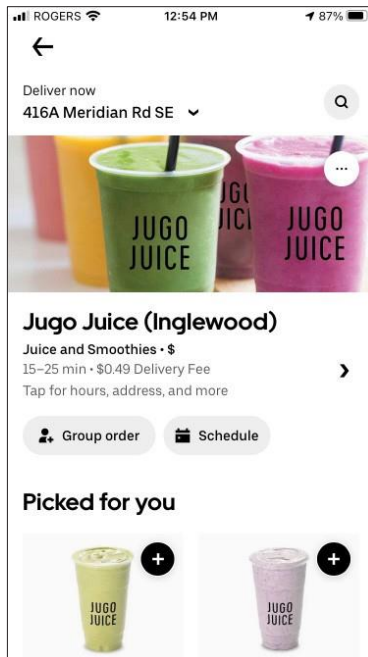
OUR PREMIUM BEVERAGE CATEGORY

- Smoothies made from real fruits and vegetables. No added fillers like sorbet.
- Trends leader with categories and flavour profile like taro and lavender.
- Smoothie category reinforced with immunity booster (MAX+, vitamin C, vitamin D and zinc).



OUR FOOD OFFERING

- Grab and Go.
- Healthy snack options such as fresh cut fruits, chia puddings or granola & yogurt parfaits.
- Grilled to order.
- Vegan & vegetarian options.
- House-made dressing.
- Prepared fresh daily.



SMOOTHIES & FRESH PRESSED JUICE MENU

CLASSIC SMOOTHIES

	JUGO CLASSICO* strawberries, banana, apple juice, orange juice	SMALL 5.45	LARGE 7.45		FROSTED LEMONADE pineapple, mango, fresh lemon, lemonade	LARGE 8.45
	BLUSHING MANGO* mango, raspberries, tropical juices	5.45	7.45		BERRY BANANA strawberries, blueberries, banana, Greek yogurt, apple juice	8.75
	MANGO MAGIC* mango, orange juice, tropical juices	5.45	7.45		RASPBERRY RUSH raspberries, strawberries, Greek yogurt, cranberry juice	8.95
	SUMMER STRAWBERRY* strawberries, peaches, apple juice, cranberry juice	5.45	7.45		PB & CHOCOLATE* banana, all natural peanut butter, frozen yogurt, chocolate almond milk	9.45

Taxes Additional.

FRESH ENERGY SMOOTHIES

	KALEABUNGA* fresh kale, peaches, fresh spinach, mango, cauliflower, tropical juices, apple juice	LARGE 8.45		MIGHTY KALE* fresh kale, fresh spinach, mango, pineapple, orange juice, apple juice	LARGE 8.95
	DRAGON FORCE* dragonfruit, strawberries, ginger, frozen yogurt, cranberry juice	8.45		BLUE CRUSH pineapple, banana, blue spirulina, Greek yogurt, lemon, apple juice	9.45
	GREEN GLOW* fresh kale, avocado, banana, pineapple, tropical juices, coconut water	8.75		LAVENDER LOVER blueberries, banana, lavender, frozen yogurt, oat milk, orange juice	9.45
	JUGO JAVA coffee, banana, dates, coconut milk, almond milk	8.95		VANILLA MATCHA banana, pineapple, matcha green tea, vanilla, oat milk	9.45

Taxes Additional.

PROTEIN SMOOTHIES

	TROPICAL PROTEIN* vanilla whey protein, fresh kale, mango, pineapple, tropical juices	LARGE 9.45		PEANUT BUTTER PROTEIN chocolate whey protein, banana, all natural peanut butter, chocolate almond milk	LARGE 9.95
	BIG BLUE PROTEIN* vanilla whey protein, blueberries, banana, frozen yogurt, apple juice	9.45		MORNING BLEND PROTEIN vanilla whey protein, strawberry, banana, dates, granola, cinnamon, oat milk, apple juice	10.95
	MOCHA PROTEIN chocolate whey protein, banana, coffee, dates, chocolate almond milk	9.95	<p>EXTRAS ✦✦</p> <ul style="list-style-type: none"> *- MAX IMMUNITY 0.75 *- SUBSTITUTE JUICE FOR COCONUT WATER 1.50 *- FROZEN YOGURT 1.50 *- TAPIOCA PEARLS 1.50 <small>NEW!</small> *- WHEY PROTEIN 1.95 *- VEGA PROTEIN 3.50 <p>✦ SUBSTITUTE WHEY PROTEIN FOR VEGA 2.25</p>		
	PINK POWER PROTEIN vanilla whey protein, dragonfruit, strawberry, frozen yogurt, apple juice	9.95			

Taxes Additional.

IMMUNITY SMOOTHIES

	GOLD DIGGER mango, lemon, peaches, almond milk, ginger, turmeric, cauliflower, tropical juices + max immunity	LARGE 8.95
	LIQUID GOLD fresh carrot juice, orange, mango, pineapple, ginger, turmeric, tropical juices + max immunity	8.95
	SUPER GREEN swiss chard, spinach, peaches, pineapple, fresh lime, orange juice, apple juice + max immunity	8.95

COMBO 12.95
WRAP + SMALL CLASSIC SMOOTHIE
Upgrade to a large classic smoothie for \$2 extra.



FRESH PRESSED JUICES

	APPLE	MEDIUM 8.95
	TRIPLE CHARGED orange, carrot, apple	8.95
	ORANGE	9.45
	STAY UP-BEET beet, apple, carrot, lemon, ginger	9.95
	KALE AID kale, apple, spinach, celery, lemon, ginger	9.95
	GOOD SHOT 3.15 lemon, ginger, turmeric, cayenne pepper	

Taxes Additional.

FRESH PRESSED JUICE

- Made to order.
- Made with fresh fruits and vegetables pressed in front of the customer.
- Competitive price point.
- Customizable by guests.



BEVERAGES WITH PEARLS

Jugo Juice is introducing its own line of drinks with specialty toppings (tapioca, pearls, jellies) in its stores.

- Top growing beverage category.
- Customizable by guests with 6 different types of pearls.
- Traditional black tea and green tea options as well as new sparkling collection.



BEVERAGES WITH PEARLS

FRUIT TEAS 6,50 (TOPPED WITH POPPING PEARLS)



MANGO GREEN TEA
LEMONADE



PASSIONFRUIT
GREEN TEA
LEMONADE



GUAVA
GREEN TEA



GRAPE
GREEN TEA

MILK TEA COLLECTION 6,50 (SERVED WITH TAPIOCA PEARLS)



CHOCOLATE
COFFEE



BLACK TEA
ORIGINAL



SALTED
CARAMEL

SPARKLING COLLECTION 6,50



SHIMMERING
LEMONADE



BRILLIANT BLUE
LEMONADE



CRANBERRY
FIZZ



MANGO
GLOW

SPECIALTIES 6,50



MEET YOUR MATCHA
matcha, oat milk,
vanilla, tapioca pearls



SWEET TARO
taro, black tea,
oat milk, cream,
vanilla, tapioca pearls



AURORA
green tea, lemonade,
blue caracao,
strawberry
popping pearls

EXTRAS 0.50

COCONUT
JELLY

TAPIOCA
PEARLS

STRAWBERRY
POPPING PEARLS

LYCHEE
POPPING PEARLS

MANGO
POPPING PEARLS

PASSION FRUIT
POPPING PEARLS

Non-final.

MERCHANDISE

- Take advantage of extra space.
- Branding.
- Focus on high quality items.
- Extra sales.



KIOSK DESIGN



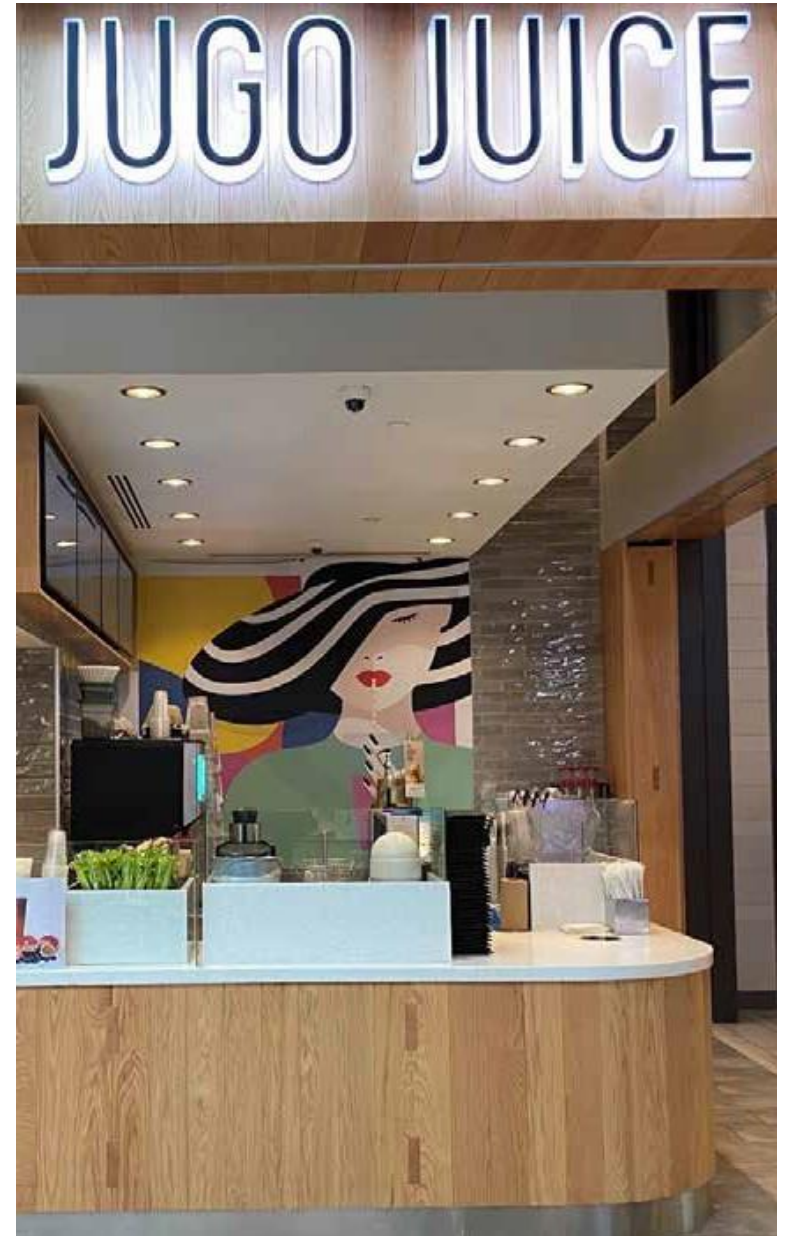
JUG028 - Fairview Pointe-Claire



IN-LINE DESIGN



JUG137-Coquitlam Centre

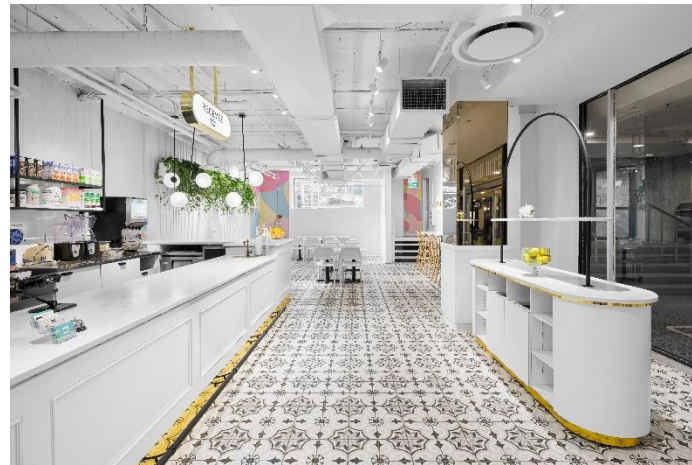


JUG039-Carrefour Laval

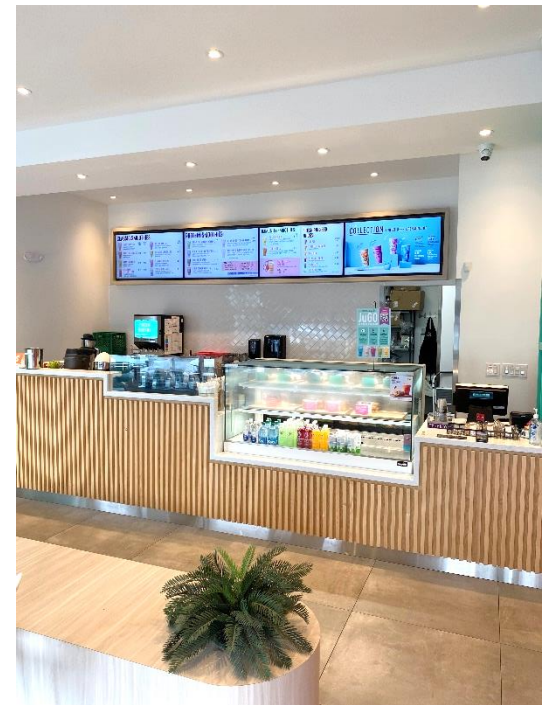
STREET LOCATION DESIGN



JUG248-Telus Tower



JUG248-Telus Tower



JUG244-Abbotsford

OFFICE TOWER DESIGN



JUG250-TD Centre

INTERNATIONAL CONCEPTS



FINANCING

FINANCING	STREET LOCATIONS	INLINE UNITS	KIOSK
Area	800-1200sq.ft	500-800sq.ft	150-200sq.ft
Franchise Fee	30k	30k	30k
Term of franchise	10 years	10 years	10 years
Initial Investment* (Depending on real-estate)	280 000\$ - 340 000\$	250 000\$ - 280 000\$	230 000\$ - 260 000\$
Personal Investment Requirement	30-35%	30-35%	30-35%
Royalties	6%	6%	6%
Brand Development Fund [Ad Fund]	4%	4%	4%

*Other fees and deposits such as Security Deposits and leasing costs may apply. All costs are estimates and may differ based on the store size, site condition and other factors and are subject to change at any time

**READY TO JOIN A DYNAMIC &
GROWING BRAND?
APPLY HERE**



THANK YOU!

