

PAYBACK IS SWEET!

3' x 3' = \$103,000 in Annual Profits with Self-Service Juicing

A win-win situation with fast payback and happy customers.

Give your customers what they want and earn healthy profits for your shareholders. By offering in-store, self-service citrus juicing options to your customers, you're offering your clientele the ultimate fresh juice experience, guaranteed freshness, and you're offering a premium product in the most labor-efficient way.



Picture: 2x CITROCASA 8000SB-ATS for Self-Service Juicing of Oranges and Grapefruit



Picture: CITROCASA Fantastic F/SB-ATS

PROGRAM HIGHLIGHTS:

- Amazingly fresh
- High returns with fast payback (aka ROI)
- Support freshest, premium brand positioning
- Absolute ingredients transparency
- Experiential theater effect for customers
- Highest labor efficiency for in-store juicing program
- Targeted destination for customers
- Increased store-visit frequency

OUTPUT & RETURNS: Typical grocery locations will juice between 5-20 boxes of oranges per day. A store juicing just 8 boxes per day will juice the equivalent of 250 8-oz servings. At just 8 boxes per day, this translates to more than \$182,000 in revenue per year and \$103,000 in gross profits and a payback period of about 7 weeks.

WHAT'S DIFFERENT ABOUT THIS PROGRAM? This is designed to be primarily a self-service juicing program. Staff can use the machine to fill bottles at various times during the day, however, this program is set up to be a self-service program where customers select their empty bottle, activate the SB-Tap, and fill their own bottle. Customer feedback indicates that consumers love to fill their own bottles and know that they're getting the absolute freshest juice made of 100% pure oranges... juiced on demand. Programs can be expanded to include grapefruit, tangerines and other citrus fruits. This program drives customer loyalty and does so in the most labor efficient way possible for in-store juicing programs. Driving visit frequency supports sales of other products as well.

PAYBACK (aka ROI), REVENUE AND GROSS PROFIT

Below is a payback chart, showing that juicing 8 boxes per day, on average, based on the key assumptions below, this example has a payback-period of 1.6 months, an annual revenue of \$182k and \$103k in gross profits.

In the below chart and table, The revenue ranges from \$91k up to \$455k in profitable revenue depending on the average boxes juiced per day per location. This drives between \$52k and \$258k in incremental annual gross profit for a single location. This would support a Payback between 0.6 and 3.2 months depending on the volumes juiced.

NOTE: these figures are for juicing at a single store using a single juicer.

Key Assumptions: 8 boxes per day at \$22 per box. 3.2 oz juice per 100-count size orange. Product mix assumes 8/16/32/64 oz bottles. Gross profit assumptions exclude labor.

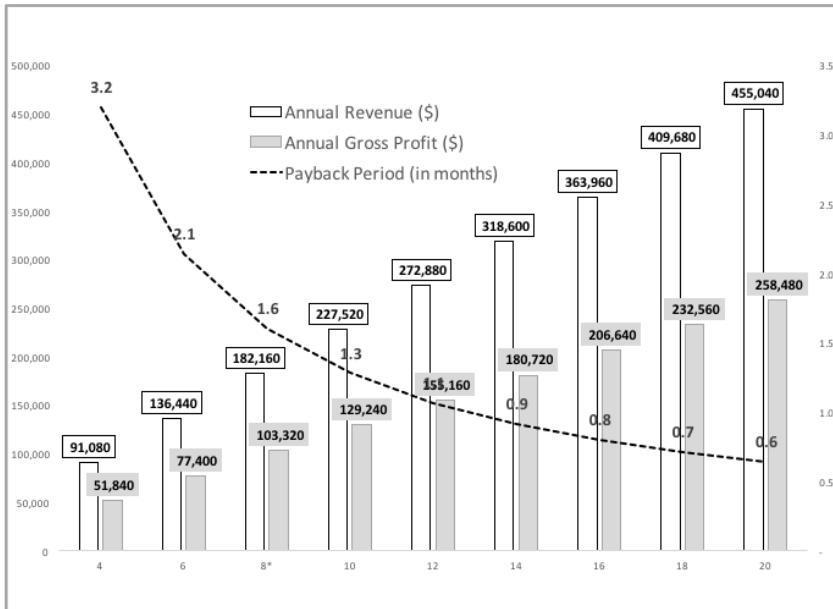


Chart: Payback (aka ROI), annual revenue and gross profits in relation to average boxes juiced per day

PAYBACK PERIOD CHART			
Average Boxes Per Day	Revenue	Profit	Payback Period (in months)
4	91,080	51,840	3.2
6	136,440	77,400	2.1
8*	182,160	103,320	1.6
10	227,520	129,240	1.3
12	272,880	155,160	1.1
14	318,600	180,720	0.9
16	363,960	206,640	0.8
18	409,680	232,560	0.7
20	455,040	258,480	0.6

Table: Payback, revenue, gross profit data

TYPICAL Q&A:

- How quickly can we get a program implemented?
- How much space is required?
- What juicing equipment is right for us?
- What other equipment is required?
- How much labor is required?
- What kind of electricity is required?
- How can we train our staff?

Let us help you develop and implement a self-service juicing program to implement across your locations. The

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