



## Franchisee Information Pack

Juice Master, through the brand leadership of juicing expert Jason Vale, is committed to building the most health focused network of juice bars across the world. We are fortunate to have selected some of the most amazing franchisee partners across the world and aim to expand the network into new territories in the coming years.

We want to find more people that not only embrace the Juice Master philosophy but also people that demonstrate they are committed business leaders within their chosen territory. We receive hundreds of franchisee interests every week and we will continue to select the best people from all over the world to help grow the Juice Master Juice Bar brand.

CEO and face of Juice Master Jason Vale said, "it is so important for us to find the right people who will help us to fulfil our mission to 'Juice the World' that share in our excitement and enthusiasm for health and nutrition and want to help inspire people into true health. I made massive personal change to my health and our juice bars are there to help educate customers so they can make similar change to their own lives. One story spreads to ten and it really helps to get the world juicing".

Our franchisee tell us they want to feel a part of the Juice Master team and global family, because they can see the change that juicing can play in peoples' lives no matter what country or walk of life they are from. Our franchisee share our passion, and want to be part of a great network with like-minded franchisees, all aiming to grow the brand and start their own successful business.

If you wish to become a Juice Master Franchisee then there are 2 options to consider.

### Master Franchise

Juice Master is looking to find excellent new master franchise partners around the world who have the ability to drive the Juice Master brand throughout their country.

Ideally Master Franchisees will have significant retail experience and will have owned and operated successful business, with significant infrastructure and an ability to lead strong teams. They will already have contacts in leasing, supply chain management, renovation/ construction, marketing, as well as training and operational know how.

Master Franchise agreements would be specifically tailored for each territory and the financials would depend on many factors, including what the other party would provide in terms of franchise and retail experience and ability to roll out the brand and support franchises. Master Franchisee would earn the majority of the commission from sub-franchisees royalty fees, however there would be an initial financial investment required and that would depend on the territory.

Our Master Franchisees control an entire country, region or area of our Juice bar network. They run the brand within that area, recruit new franchisees and develop their own stores in line with the master brand. Costs for becoming a master franchisee depend entirely on the region or country that you are applying for. Please email [sohaib@juicemasterme.com](mailto:sohaib@juicemasterme.com) for more information.

## Single Store Franchise

The core of our network is made up of single license franchisees, who own and operate their own stores. We've made the process of applying, being approved and joining our network as simple as possible. We've also kept the price very simple and find out from us.

### For your franchise we will:

- Give you the license to use the Juice Master brand, logo and menu
- Review and advise on site locations for your Juice Bar (although we won't find the locations, that's up to you)
- Advise on the design of your juice bar
- Provide you with all marketing templates needed to customise your bar and connect you to our excellent design teams
- Deliver 4 days on-site team induction and training
- Provide advice on setting up and opening the juice bar
- Provide you with our operations, training, and health and safety manuals
- Supply monthly specials and new point of sale and marketing information
- Promotion on the Juice Master website and your own bespoke website with 1 years free hosting

### What Other Costs Are There?

#### Annual costs:

We are unique at Juice Master in that we do not charge a percentage of annual turnover at all. We don't want to penalise you for being more successful instead all we charge is a fixed annual royalty fee per month.

#### Juice Master Products:

We encourage franchisees to sell Juice Master books, DVD's, supplements and other products to earn significant extra revenue from the juice bar. We have a recommended stock list as initial order or starter kit that supplies you with enough product to help with launch.

#### Marketing costs:

We have a few enhanced marketing programmes such as social media online marketing, health magazines, etc and marketing in our network. Therefore, we charge a nominal fixed marketing fee per month.

That's it. We are very up front about our costs and we pride ourselves on being one of the best value franchises out there. Our aim is to find the right people that will help build our Juice Bar network as effectively as possible and to find the right leaders to make that happen. If you have a passion for juice and a clear business mind then please get in touch.

### Why is Juice master such a Great Value Franchise?

In truth, because we empower our franchisees to become successful business leaders without having their hand held by us. We need competent, independent and entrepreneurial individuals who will really drive the business within their area. You are buying into the Juice Master brand, menu, systems and training, but we just want to be really clear on what we will and won't offer you.

<b>JM will not:</b>	<b>JM will provide:</b>
<ul style="list-style-type: none"> <li>❖ Negotiate with estate agents, solicitors or banks on your behalf.</li> <li>❖ Create you a business plan.</li> <li>❖ Provide step by step advice on starting a business. The business is yours to create and run, Juice Master United Middle East will act as an advisor only.</li> <li>❖ Make site visits to potentially suitable premises. We can however advise based on floor plans and photographs.</li> <li>❖ Pay any government or legal fees incurred in securing premises.</li> <li>❖ Pay for design of new marketing materials specifically for your juice bar that are not part of the design templates. Our design company will provide quotes for bespoke design directly with you.</li> <li>❖ Act as an agent for the purchase of equipment for your juice bar. (This does not apply to JM branded disposables, uniforms etc)</li> <li>❖ Provide 3D graphics or visual of your juice bar for you (although we may suggest a graphic designer you can use for exactly this).</li> <li>❖ Commit to Jason being present at your launch event.</li> </ul>	<ul style="list-style-type: none"> <li>✓ The rights and license to use the Juice Master name to open a physically located Juice Master Juice Bar.</li> <li>✓ The rights and license to use the Juice Master menu, recommended complimentary food recipes and all 'specials'.</li> <li>✓ Training and operations manual</li> <li>✓ Healthy &amp; Safety manual</li> <li>✓ Staff development programme manual</li> <li>✓ 4 days training of your juice bar staff team plus support on launch day (excluding travel and accommodation costs)</li> <li>✓ General advise only on location, lease and planning permissions.</li> <li>✓ Your own Juice Master juice bar website as per the Juice Master Juice Bar template site. (it will be set up, but then run and edited by you).</li> <li>✓ Set up (but not run) your own facebook and twitter page for your juice bar. We will also create a foursquare trip advisor and google business listing.</li> <li>✓ Full design templates for all marketing materials, POS and signage to be customised and printed at your cost.</li> <li>✓ A list of recommend but non-exclusive suppliers to purchase equipment</li> <li>✓ The opportunity to purchase Juice Master merchandise and products at wholesale prices including Juice Master branded disposables.</li> <li>✓ The opportunity to join optional annual programmes available to franchisees like the TV marketing programme (if you have a TV in your bar), refresher training programme, and a (soon to be launched) Marketing &amp; PR programme.</li> <li>✓ A template 'launch' press release and advise on effective launch PR. Ongoing support and PR opportunities will be offered through the PR &amp; Marketing programme only.</li> <li>✓ A connection to the Juice Master franchisee network group to share best practise and new ideas.</li> </ul>

Other juice bar franchises costs very high. We are pleased to be able to offer a fantastic value for Juice Master **Single Store Franchise**, and we will support you as we have laid out above.

*If you are interested in a Juice Master single or master franchise, please complete the application form and email it to us. You will then hear back from our Franchise team within five working days.*