

JUICĒro

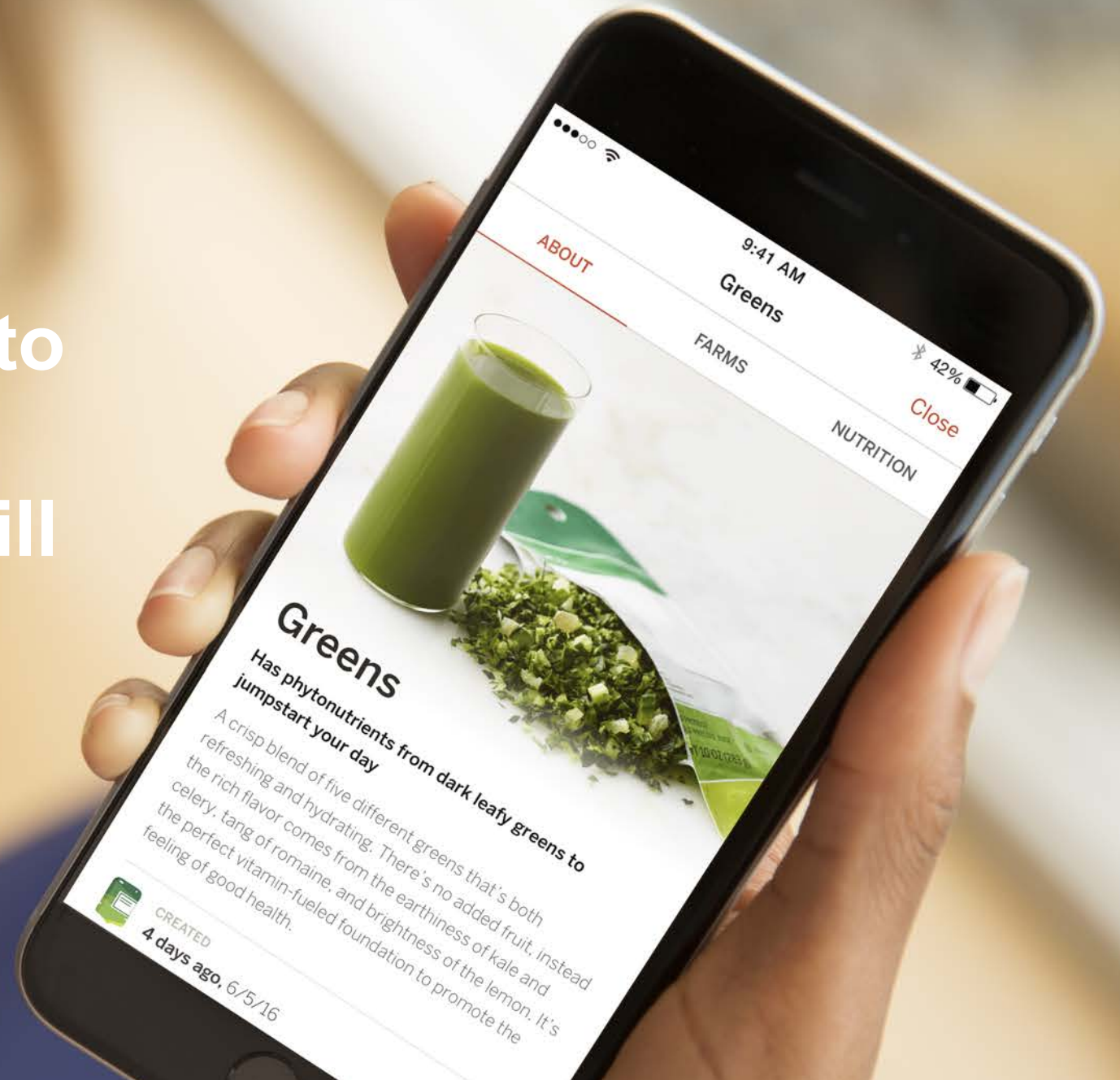
SALES DECK

CLIENT'S NAME

28 Sept 2016



We are on a mission to help people consume the fresh foods that will manifest true health.



Cold-Pressed Juice is Here to Stay

1

Fresh Produce = Better Health

Research shows that diets rich in whole fruits and vegetables reduce disease and illness.



2

Americans need more fruits & vegetables.

The USDA recommends 2.5 cups of veggies and 2 cups of fruit. Most Americans do not get enough daily servings.



10%



90%

3

Juice = Easier Access

Juice is a more efficient, convenient, and pleasurable way to help people consume more servings per day.

DIETARY GUIDELINE

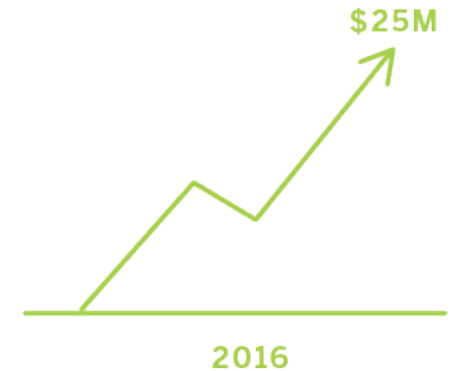
1 SERVING: 8oz 100% JUICE



4

The category is large and growing.

More consumers, than ever before, are looking for healthy beverage alternatives, specifically cold-pressed juice.



Consumers Want More Organic Offerings

10.8% 

The US organic food sales has increased in 2015.

33.5% 

The growth of organic fresh juices and fruits has increased in 2015.

57%

Americans would choose more organic produce if they had consistent access.

Businesses Want Better Technology

Juicero solves three of the top industry problems

We use data and analytics to optimize your orders and manage consumption



PREDICTIVE ORDERING



AUTOMATIC MENU PRICE ADJUSTMENT



DRONE FOOD DELIVERY OFF PREMISES

We do all of the work so you don't have to—minimal labor, zero prep and clean-up



AUTOMATIC FOOD PREP. SYSTEM



AUTOMATED ONSITE DRINK/FOOD DELIVERY

Our system enables a self-service juice bar to automate the process

System



Sourcing

Farm-direct, fresh, organic produce



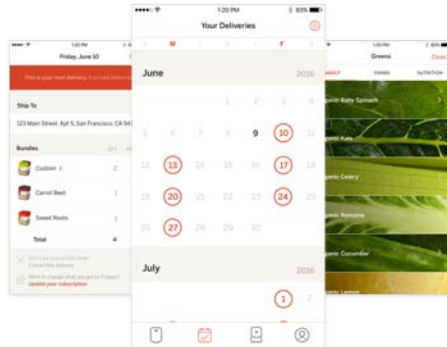
Preparing

Proprietary wash and chop process



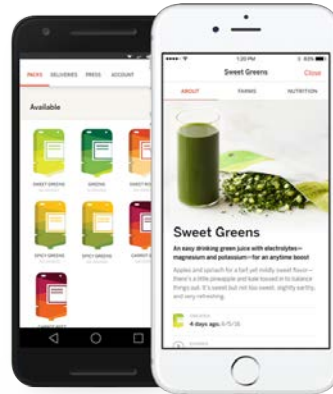
Packs

Uniquely designed to withstand 8,000 of force while keeping produce fresh



Analytics

Real-time press, pack, delivery and customer data



Mobile Devices

Manage subscription and receive nutrition or farm details



Connected Press

Industrial strength for your countertop or business

How It Works?



Source

We work directly with farms to get the best ripe, raw organic fruits and vegetables, which arrive from the field within days of harvest.



Prepare

We triple wash the fresh produce, chop it into press-friendly pieces, seal it into our proprietary packs that keep them fresh.



Deliver

We deliver you fresh produce Packs within days of harvest. Packs last up to 5 days in a refrigerator and are ready for pressing anytime.

Juicero Promise



We hand-select our organic farms to make sure the highest quality fruits and vegetables make it into your glass. Always organic, always fresh, local whenever possible.



RAW



ORGANIC



NON GMO



**DELIVERED
WITHIN
DAYS OF
HARVEST**



**MAKES 8OZ
OF JUICE**



**NEVER
FROZEN**



**NO ADDED
WATER**

How We Stack Up Nutritionally

Juicero is nutritionally superior

8 FL OZ PER SERVING [% DAILY VALUE FOR VITAMINS AND MINERALS]

	Water	Juicero Greens	Orange Juice	Lemonade	Cranberry Juice Cocktail	Sports Drink
Calories	0	25	112	69	137	63
Vitamin A	0%	40%	10%	0%	0%	0%
Vitamin C	0%	10%	210%	12%	180%	2%
Vitamin K	0%	150%	0%	0%	4%	0%
Folate	0%	15%	20%	0%	0%	0%
Iron	0%	8%	2%	0%	0%	0%
Magnesium	0%	25%	6%	8%	0%	0%
Potassium	0%	20%	15%	0%	0%	2%

Why Juicero?



Flavor

Our 100% raw Produce Packs make nutrient-dense juice that's mind-blowingly delicious.



Data and Insights

Track total Pack consumption for every Press to custom order what you actually consume.



Food Safety

Each Juicero Press is Wifi-connected and equipped with sensors to ensure highest food quality.

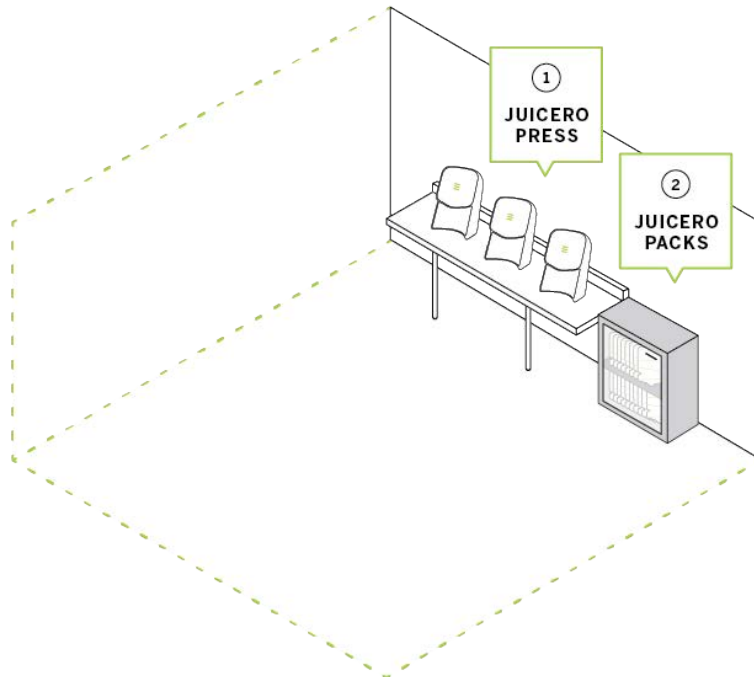


Smart Support

Our smart system monitors Press performance so maintenance issues are actively managed.

Juicero vs. Juice Bars

	JUICERO	TRADITIONAL JUICE BAR
Machinery Cost	\$1199	\$50K+
Complexity	Simple system / One touch operation	Permits / Processes / Training / Equipment
Labor	Everything prepared by Juicero / Minimal labor	Costly labor to manage kitchen and produce
Square Footage	2-3 square feet	144 square ft



A close-up photograph showing two hands pouring a vibrant green liquid from a clear pitcher into several small, clear plastic cups. The cups are arranged in a row on a surface. The background is blurred, showing green foliage. The text 'Juice Bar of the Future' is overlaid in white on the top left of the image.

Juice Bar of the Future

Build a pro-grade juice bar anywhere, with minimal investment.

- **Expanded Offerings**

Juicero empowers you to play in a hot, fast growth category, attracting new clients and capturing more share of wallet from existing clients.

- **Turnkey Solution**

No operational overhead, labor costs, or hassles related to food service and cleanup.

- **Increased profits**

Our top quality juice commands a premium price-- since your investment is minimal, more profits flow to your bottom line.



Juicero is Multi-Purpose

You can use the Juicero juice and also the remaining pulp!

- Encuentro used Juicero Sweet Roots to make cookies and crackers
- AlaMar created a Spicy Greens ceviche dish
- Kat Fang from Fang used Sweet Greens to make make rolls and sweet greens in a quinoa frittata dish
- Nightbird and Tacolicious used Juicero to make "healthy cocktails"
- USF is using Juicero pulp as a pizza topper

Commercial Clients Examples



EQUINOX



Chateau Marmont
HOTEL and BUNGALOWS



DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.



AUBERGE DU SOLEIL



Juicero in the Wild

Touring
Essentials

Juicero

Client
Spotify

Location
Los Angeles, CA



Client
Le Pain Quotidien

Location
Los Angeles, CA



Event
C.U.E.S.A

Location
San Francisco, CA

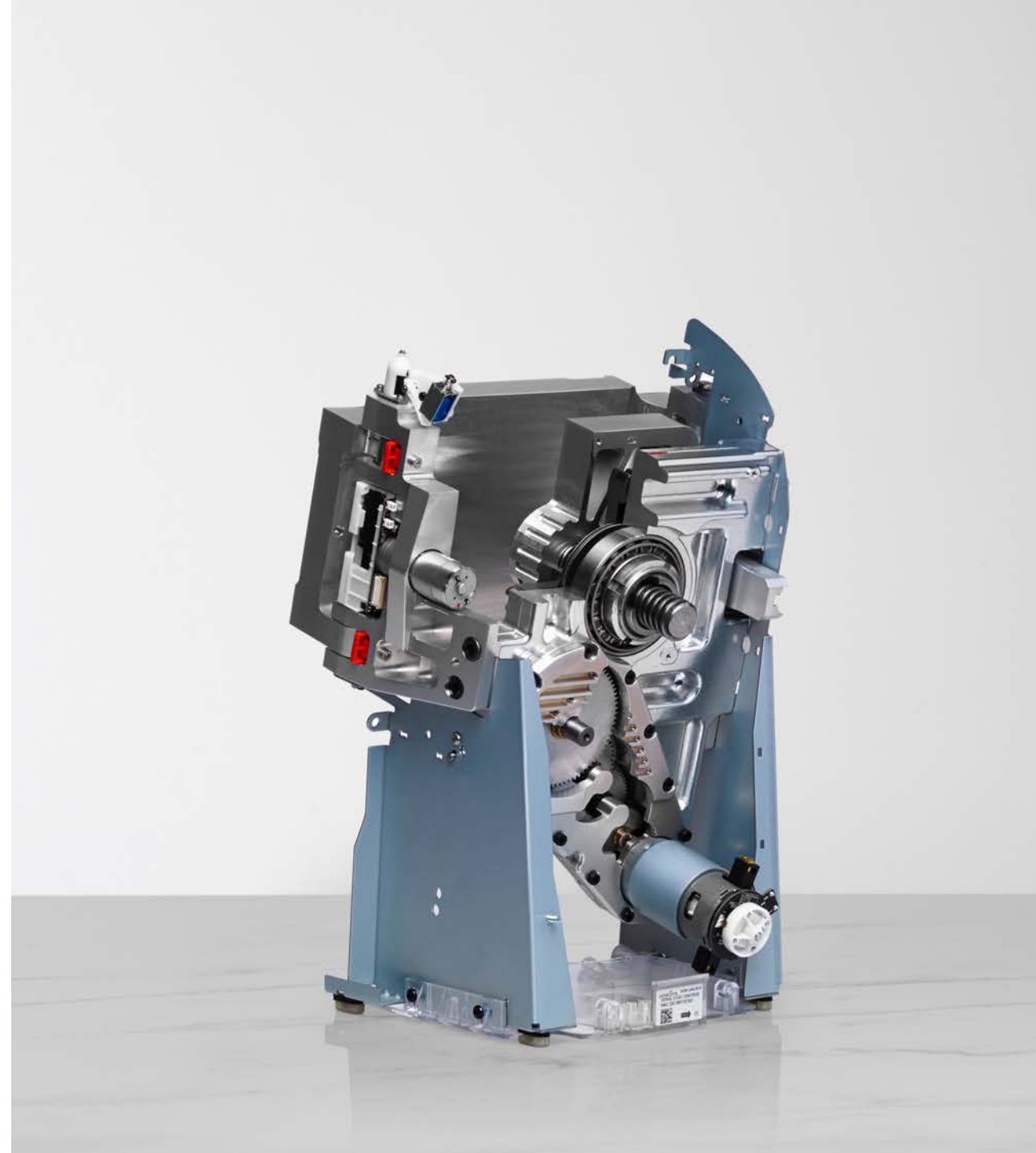


Event
365





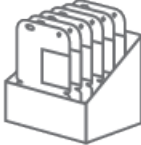





Location
Los Angeles, CA

Press Product Details

Size	16.5"H, 10.25"W, 10"D
Weight	31.5 lbs
Pack Materials	<ul style="list-style-type: none">• Bead-blasted aluminum door• BPA-free, food-grade plastic interior juice chamber
Connectivity	<ul style="list-style-type: none">• 2.4GHz wireless network• 802.11b/g/n compatible
Potential Pressing Force	4 tons



Pack Details

Size	1 pack: 6.75" x 10.75" 5 packs: 6.96875" x 6.299" x 5.787" 10 packs: 12.598" x 7.087" x 5.787"
Weight	208g per pack
Pack Materials	Inside: compostable Outside: recyclable  
Box Materials	<ul style="list-style-type: none"> 70% recycled corrugate 100% curbside recyclable    
Insulation	<ul style="list-style-type: none"> 85% recycled materials 100% curbside recyclable  
Ink	<ul style="list-style-type: none"> Non-toxic Water-based
Ice Packs	<ul style="list-style-type: none"> Compostable ice made from plant-based cellulose and water  



Juicero Details



	GREENS	SWEET GREENS	SPICY GREENS	GREEN ZING
Ingredients	spinach, celery, romaine, kale, lemon, cucumber	apple, spinach, pineapple, kale, lemon	pineapple, romaine, celery, spinach, parsley, jalapeño, lemon	ginger, basil, pineapple, romaine, parsley, jalapeño
Excellent Source	Vitamin A, Vitamin K, Magnesium, Potassium	Magnesium, Potassium, Vitamin K, Vitamin B6	Vitamin K, Vitamin B6, Riboflavin	Vitamin K, Manganese
Calories	25	80	60	50
UPC	8 42293 10041 4	8 42293 10011 7	8 42293 10161 9	8 42293 10081 0

Juice Details



	BETA GLOW	SWEET ROOTS	CARROT BEETS	ROOT RENEWAL+
Ingredients	carrot, lemon, orange, ginger	carrot, apple, beet, spinach, lemon, celery, ginger	carrot, beet, orange, lemon, apple	carrot, apple, beet, lemon, spinach, turmeric, ginger root, celery
Excellent Source	Vitamin A	Vitamin A, Vitamin C	Vitamin A, Vitamin C, Vitamin B6	Vitamin A, Vitamin C, Manganese
Calories	60	80	70	80
UPC	8 42293 10111 4	8 42293 10021 6	8 42293 10031 5	8 42293 10071 1



How We Reduce Food Waste

We purchase imperfect produce

Perfectly good fruits and vegetables end up in the trash due to grocery stores' strict cosmetic standards.

Forecast, forecast, forecast

Your orders drive our purchasing; We (1) buy frequently, and (2) don't buy what we don't need.

We partner with NGOs

We donate our unused, organic produce to our friends at the LA Kitchen. They reclaim food that would otherwise go to waste, and integrate it into a program that trains unemployed men and women for careers in food service.

Reuse

we encourage our commercial partners to use the pulp from the packs.



Environmental Trends

Supports Energy and Waste Reduction

31% of all food is wasted at the retail and consumer levels.

Organic farming uses less energy and has nearly 500lbs less of CO2/acre/year than conventional.

A consumer who drives a round-trip distance of more than 6.7 km to purchase organic vegetables are likely to have a greater carbon emission than a system of cold storage, packing, transport to a regional hub and final transport to customer's doorstep.

A meat-based diet uses twice as much energy to produce as a vegetarian diet.

What We do?

● — ● **We optimize yield and eliminate waste in every step of the supply chain.**

● — ● **We only use organic produce.**

● — ● **Our building is LEED Gold certified with solar-panels and carbon-neutral delivery.**

● — ● **We are a plant-based company.**

Contact Us

Contact us here to schedule a demo

business@juicero.com

