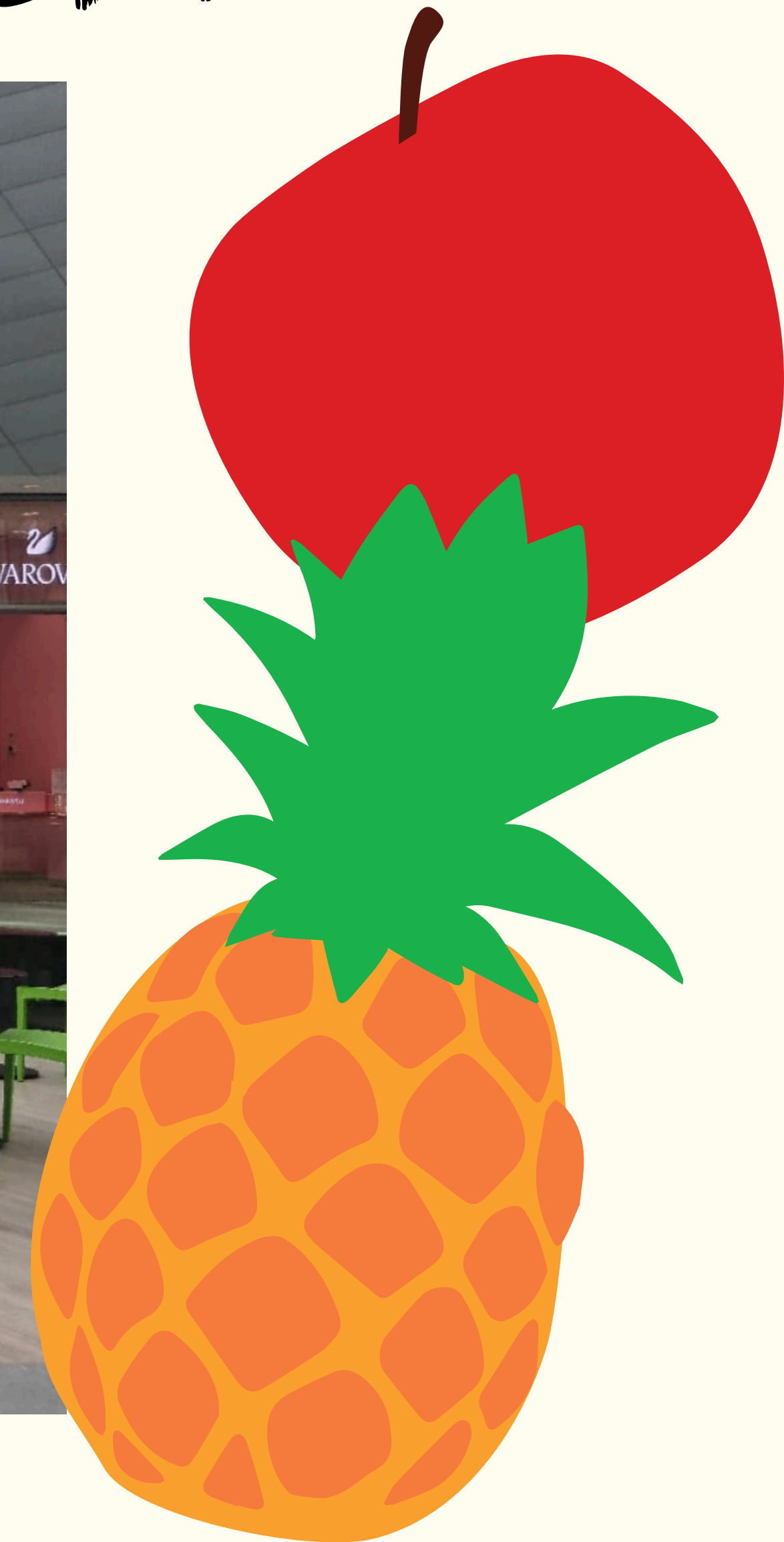




OUR SMOOTHIES BAR CONCEPT

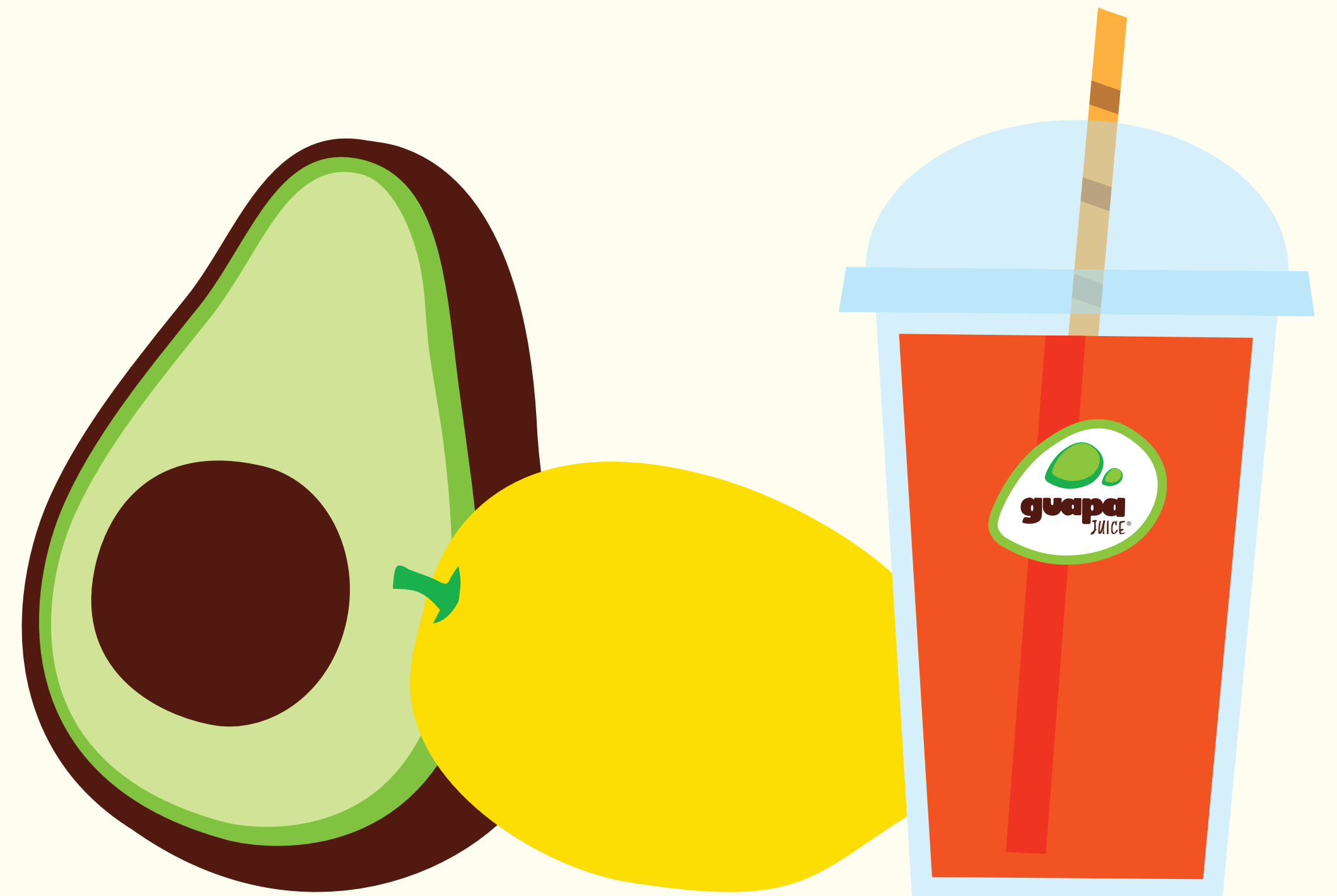




OUR STORY

2005. Frédérique and Olivier travel through Venezuela and discover a concept they had never seen : the smoothie bar. They fall in love with the taste AND the easy way of having a « vitamin shot ».

Back in Belgium in 2006, after months of research, kilos of fruit washed, peeled, tasted and mixed, they come out with their best recipes and a new concept : **GUAPA Juice!**



GUAPA IN 3 WORDS

FRESH

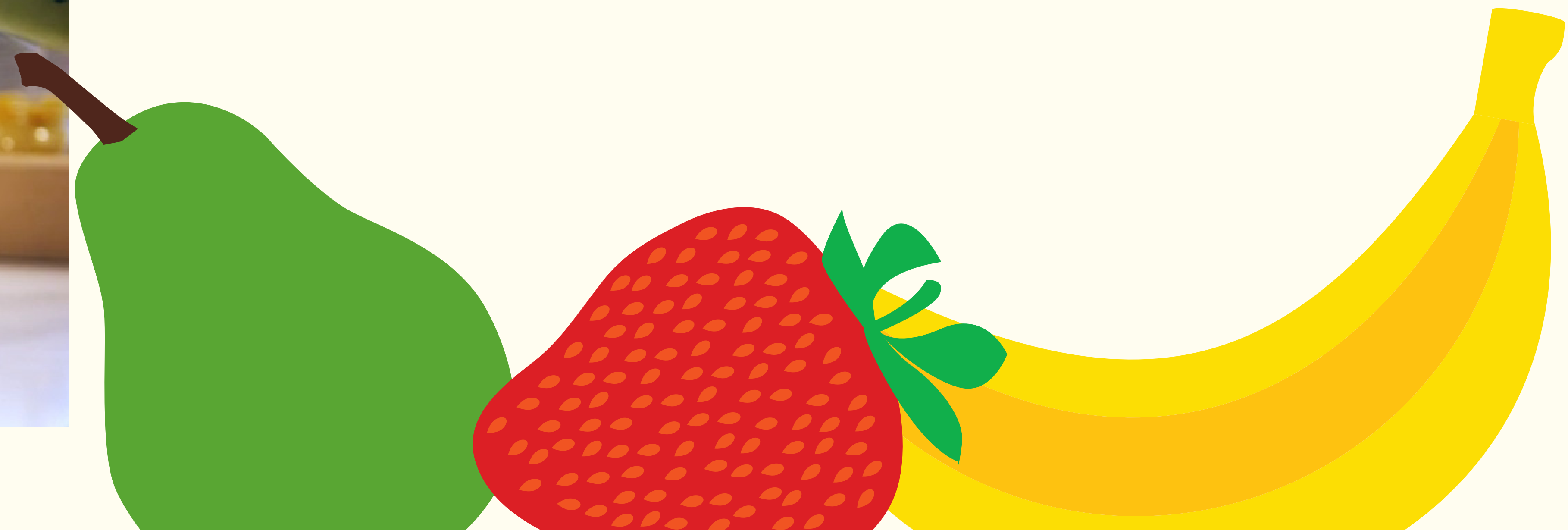
The freshness of our products is our key. We prefer local and fresh (or frozen fresh if necessary) fruits that keep all the vitamins.

PLEASURE

Our core value and obsession: generate pleasure and excite the taste buds of all our customers.

HEALTHY

Pleasure & health are born to get along. Guapa proves it every day using natural products.



THE BLENDING GAME



Produced responsibly



Focus on local product



Prepared with care



FACTS & FIGURES



2,1m
smiles

1.453,2
ton of fruit

20+
Shops

2,1m
juices

3 BIG TRENDS

New nomads

Always on the move, never « @ the office » the urban nomads want to eat while being between two occupations. Their way of life creates new food consumption!

Multi-tasking

Today, much more than ever, we are doing several things at the same time. In a shopping mall, I want to shop, walk, eat, meet a friend. Therefore « food in a cup » is a great solution!

Health balance

Looking for good food solutions is becoming an obsession. It's about a healthy diet and living : moving, natural products, local buying,...



OUR TARGET AUDIENCE

Pleasure seekers

Pleasure seeker is looking for indulgence, but not that guilty indulgence he or she's been trapped in for so many years: a tasty, natural and healthy pleasure that he/she can get from a shot of fresh fruit.

Urban actives

Urban actives are always on the go. Working from every place because they always have their laptop and smartphone in their pocket. They are attracted to brands and concepts that reflect this way of living : mobile, modern, healthy.

Sports & Styles

Changing the way you live, eat, move, work, shop, that's part of what they promised to themselves. So they won't compromise on what they'll eat. It needs to be fresh, natural, healthy, and functional.



OUR ENGAGEMENTS



Green modernity

As we think « circular », from products to packaging, we tend to the lowest impact possible.

Fruity creativity

As we think « circular », from products to packaging, we tend to the lowest impact possible. Our cups and straws are already compostable...



Constant improvement

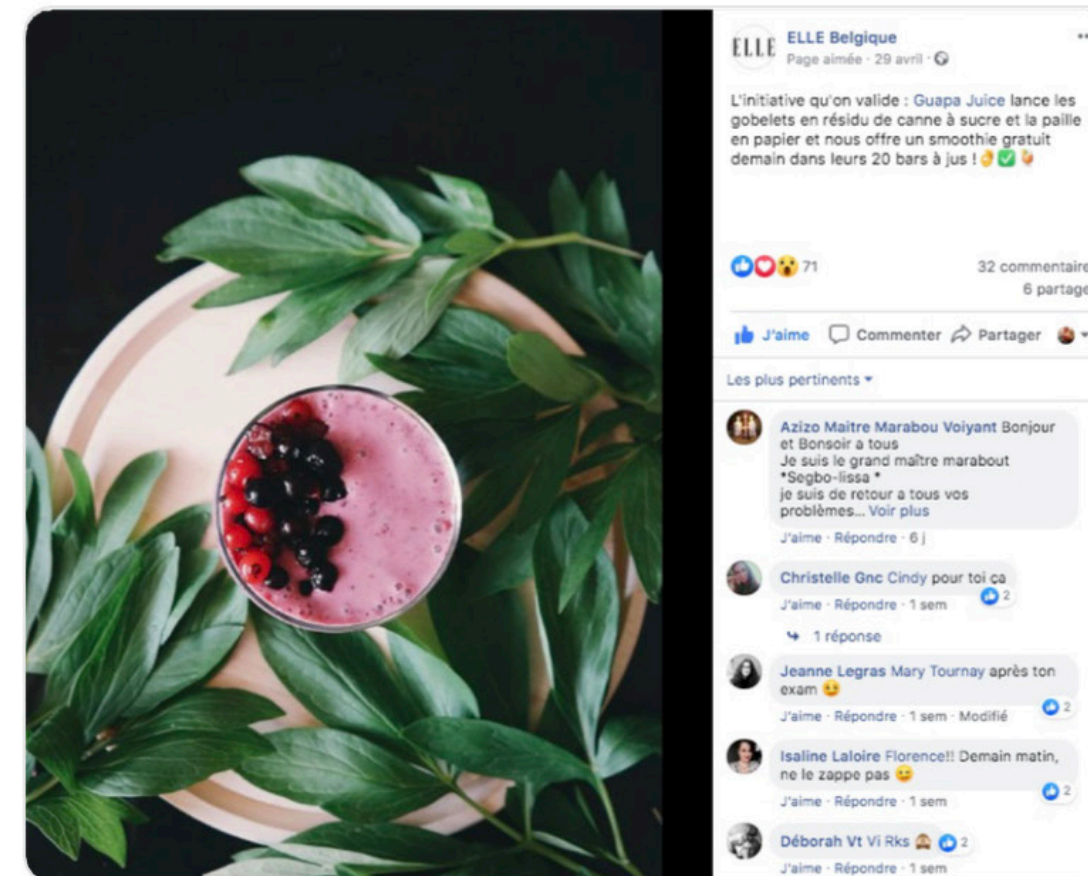
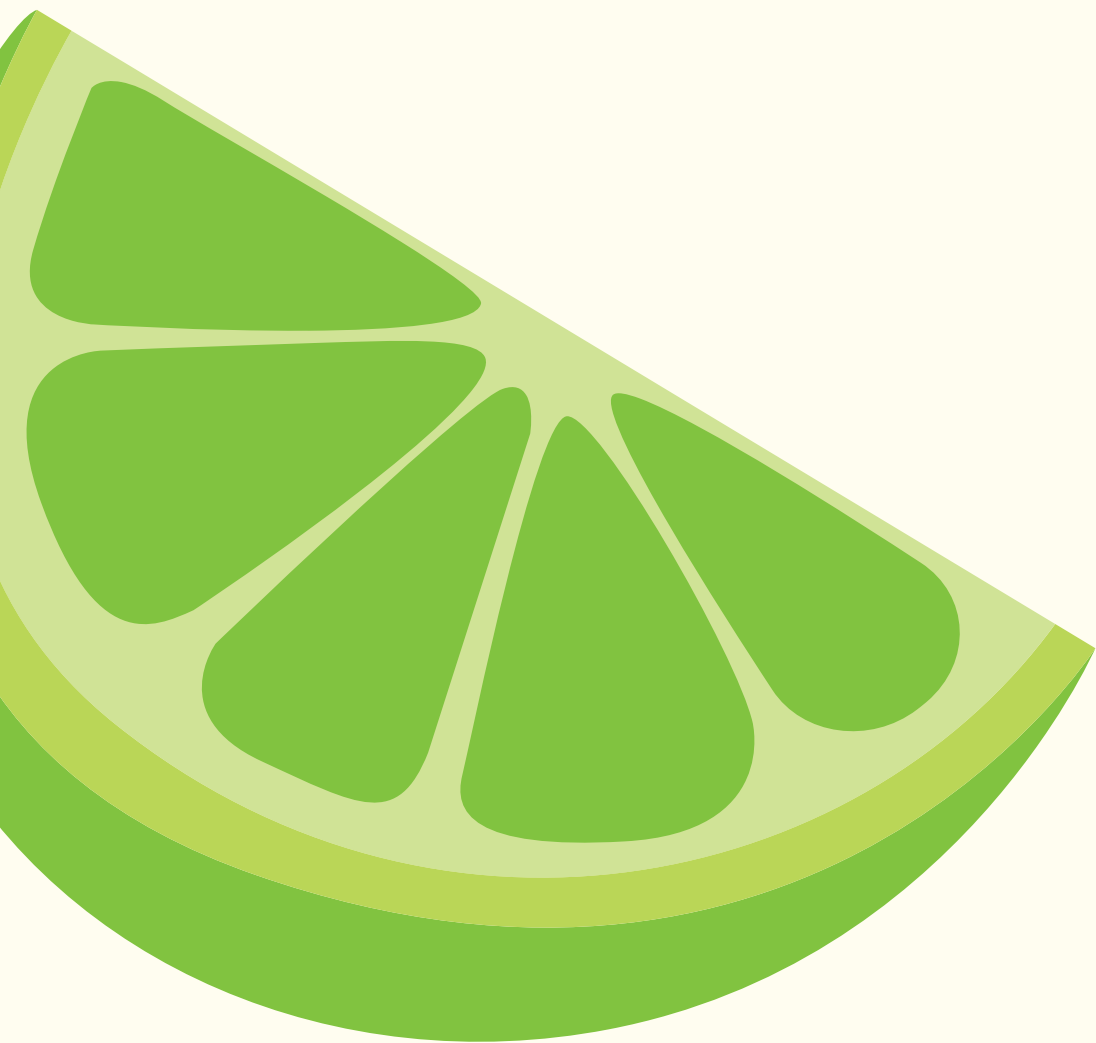
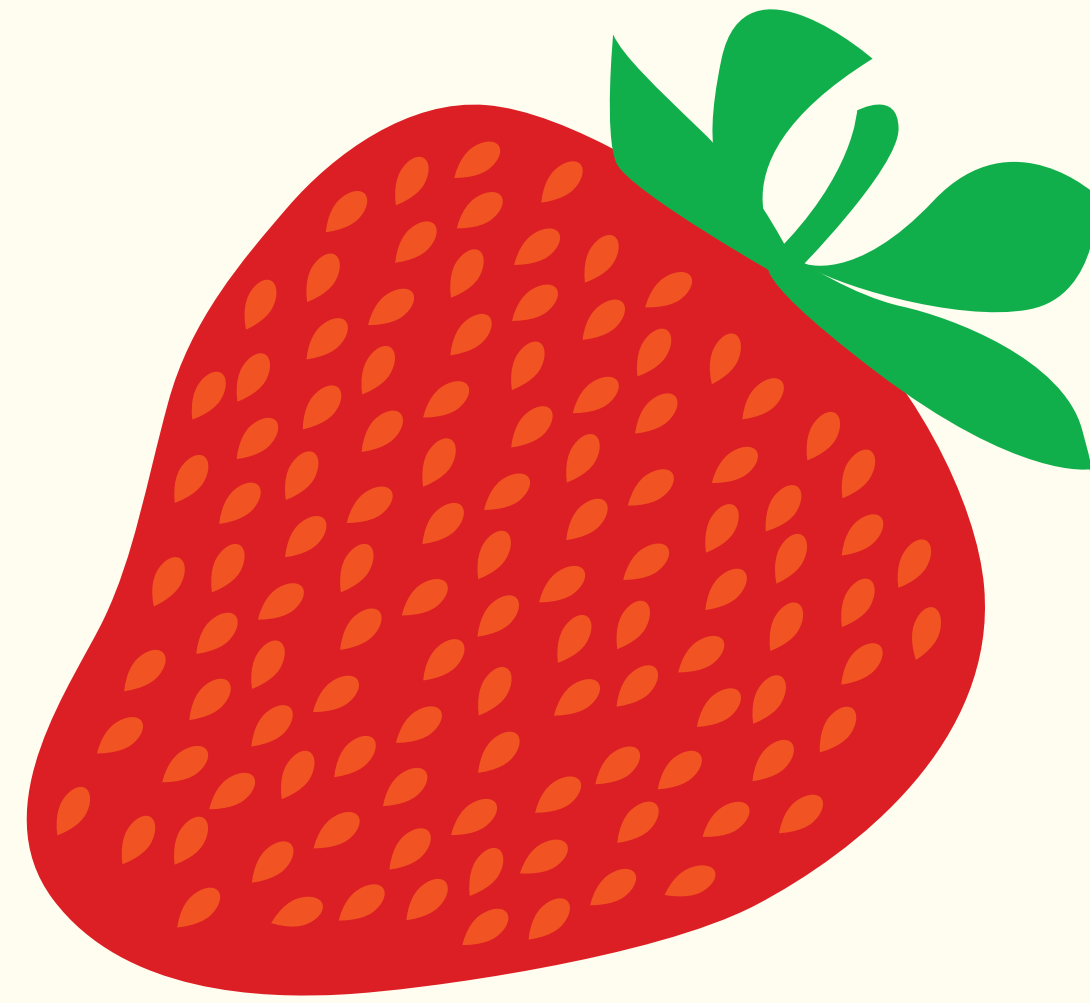
We are permanently looking for ways to improve our processes, tools and products to remain best in class.

Respectful communication

We try to set-up communication that respects the environment, the place and people we are working with while creating attractiveness.



AND IT WORKS!



FOOD



Guapa Juice launches into zero-waste and offers you a free juice on Tuesday

DO YOU WANT TO BECOME A FRANCHISEE?

Royalties

Operating royalties: 5% of turnover excluding VAT

Marketing

Marketing royalties: 2% of turnover excluding VAT

Entrance fee

€20,000* (for master franchises, conditions to be confirmed following project)

Contract duration

9 years

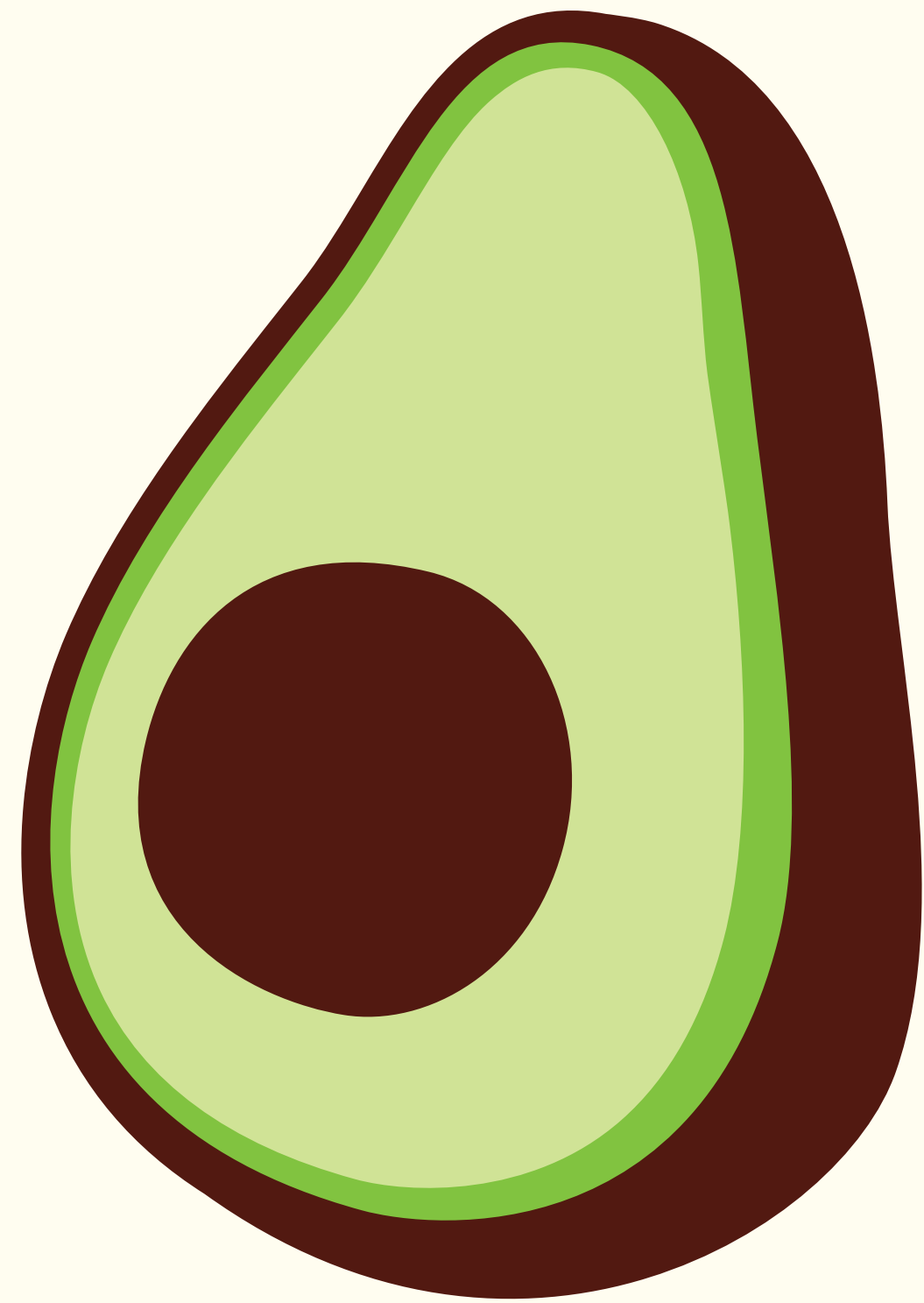
Average cost of investment

100 000 €

Surface sought

kiosk 20m²
(+ remote reserve 25m²)
or 50m² cell

For more details: jacques@guapajuce.com



Instagram: @guapajuice
website: guapajuice.com

