



Join us in

**MAKING
HEALTHY
EASIER[®]**

FRANCHISE OPPORTUNITY





— Our Industry is — **BOOMING**



BILLION DOLLAR INDUSTRY

According to research & market analysis, amid the COVID-19 crisis, the global market for smoothies was estimated at **\$20.3 billion** in the year 2020, & is projected to reach **\$34.2 billion** by 2027. Fruit-based, one of the segments analyzed in the report, is projected to reach **\$15.8 billion** by the end of the analysis period.



HEALTH IS MORE IMPORTANT NOW THAN EVER BEFORE

Nielson's Global Health & Wellness Survey states that **49%** of respondents believe that they are overweight; **50%** of respondents are trying to lose weight; & nearly **2.1 billion** people (nearly **30%** of the global population) are overweight or obese.



PEOPLE ARE STARTING TO WAKE UP

Nielson's Global Health & Wellness Survey states that **88%** of respondents say that they are willing to pay a premium for foods with healthy attributes; roughly **75%** of respondents believe that they "are what they eat;" & nearly **80%** of respondents are actively using foods to help with health issues or medical conditions.

— The Main Squeeze — **MISSION**

Main Squeeze Juice Company is a leader in the health & wellness industry. We offer fresh, cold-pressed juices, handcrafted smoothies, açai bowls, wellness shots & healthy food options, all made with the highest quality ingredients in a welcoming atmosphere. Drinking cold-pressed juice is the quickest & most efficient way to get a ton of nutrients on the fly, & Main Squeeze Juice Company makes it more convenient than ever! Imagine getting your daily dose of fruits & vegetables in one 16oz bottle of juice via a drive-thru line. We also offer juice cleanse programs - our one, three & five-day cleanses provide your body with a rush of nutrients while giving your digestive system a break from solid foods. We seek to make healthy easier & more enjoyable so that you can truly love yourself & take your health back!

MISSION

We believe in **MAKING HEALTHY EASIER**®. We do this by creating a hub for **WHOLE-FOOD, PLANT-BASED** nutrition that not only tastes **AMAZING**, but is available on-the-go, and tailored for every lifestyle.

PURPOSE

Our purpose is to empower people to live their **BEST** lives. We do this by fueling them with what their body needs & craves.

MOTTO

"PLANT-POWERED"
"LOVE YOURSELF"
"TOO GOOD NOT TO SHARE"

VISION

We are dedicated to the **POWER OF PLANTS**. We bring "food-as-thy-medicine" to the forefront of a refreshing menu that focuses on **QUALITY & SIMPLICITY** while sharing a greater vision of food awareness, sustainability, & community.

OUR Mission
IS TO MAKE HEALTHY EASIER



COLD-PRESSED JUICES

Always fresh, never pasteurized! Made in-house daily, with 2-4 lbs of produce.



SUPERFOOD SMOOTHIES

NO ICE EVER, only whole, frozen fruits & veggies give our smoothies a one-of-a-kind consistency.



HANDCRAFTED BOWLS

Hand crafted to order, featuring our superstar ingredient: wild harvested açai berries from the Amazon Rainforest.



SHOTS

Daily dose of immune-boosting nutrition, packed in a 2.5 oz bottle.



HOT FUELED & FROZEN LATTES

Our dairy-free coffee lineup is fueled with brain-boosting MCT oils.



FRESH FOOD

Fully plant-powered food line that is also gluten-free.



MYLKS

House-made over 24 hours, creating activated almonds as the base for our mylk line.



WHY FRANCHISE WITH MAIN SQUEEZE

Value is an important concept in our business. We ensure that all corporate departments engage in activities that add value to our customers' products & experiences as well as to our franchisees' partnerships & investments.



OUR CORPORATE TEAM

We are here to support our franchisees, so they can focus on what is most important - delivering the best plant powered products and experience.



DRIVE-THRU MODEL

Our optional drive-thru model can increase your business by approximately 25%-30%.



QUALITY ASSURANCE

Our in-house nutritionist & nationwide network of vendors will provide assistance with all aspects of quality control.



OUR TRAINING PROGRAMS

A combination of online, in person & continuing education, we believe that Main Squeeze has one of the best programs in the industry.



ADVANCED SITE SCORING

Your location is such an important piece of this operation that we have partnered with a Real Estate data analytics partner that can analyze your DMA in order to find the best & the most open ready area in your desired footprint.



MARKETING CAMPAIGNS

Assistance with pre-opening campaigns to set your store up for success, and support with your ongoing marketing strategies.



CUSTOMER EXPERIENCE

Our store model revolves around person-to-person contact not only to sell, but to educate our customers on why they should continue shopping with us.



TECHNOLOGY ASSETS

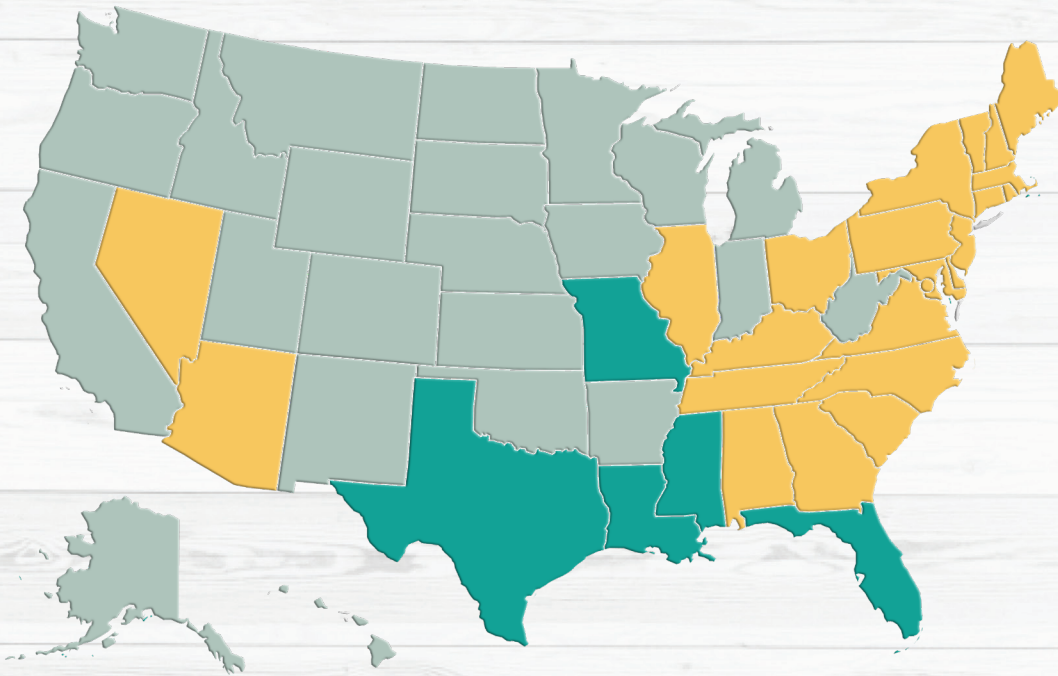
We have invested in building our own proprietary technology stack that is tailored to MSJC franchisees. These next-level, connected tools have only your success in mind.



GOALS

Our strategy is to have clustered & consistent growth starting in the South, where we are headquartered, & expanding strategically throughout the country from coast to coast. Our 5-year plan is to become a household name & one of the largest players in the juice & smoothie industry.

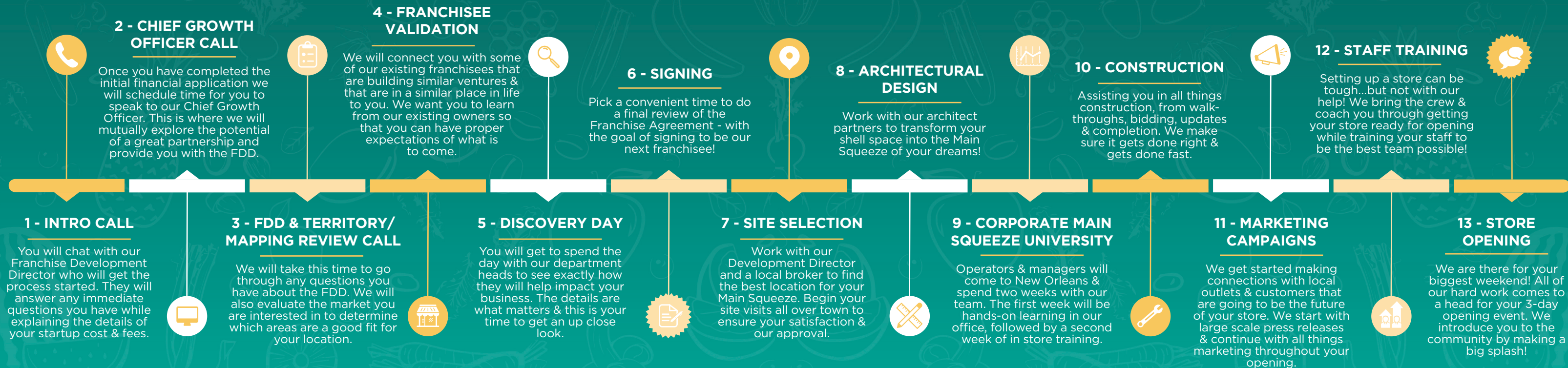
WHERE WE ARE GOING



CURRENT LOCATIONS **TARGETED LOCATIONS** **POTENTIALLY AVAILABLE**

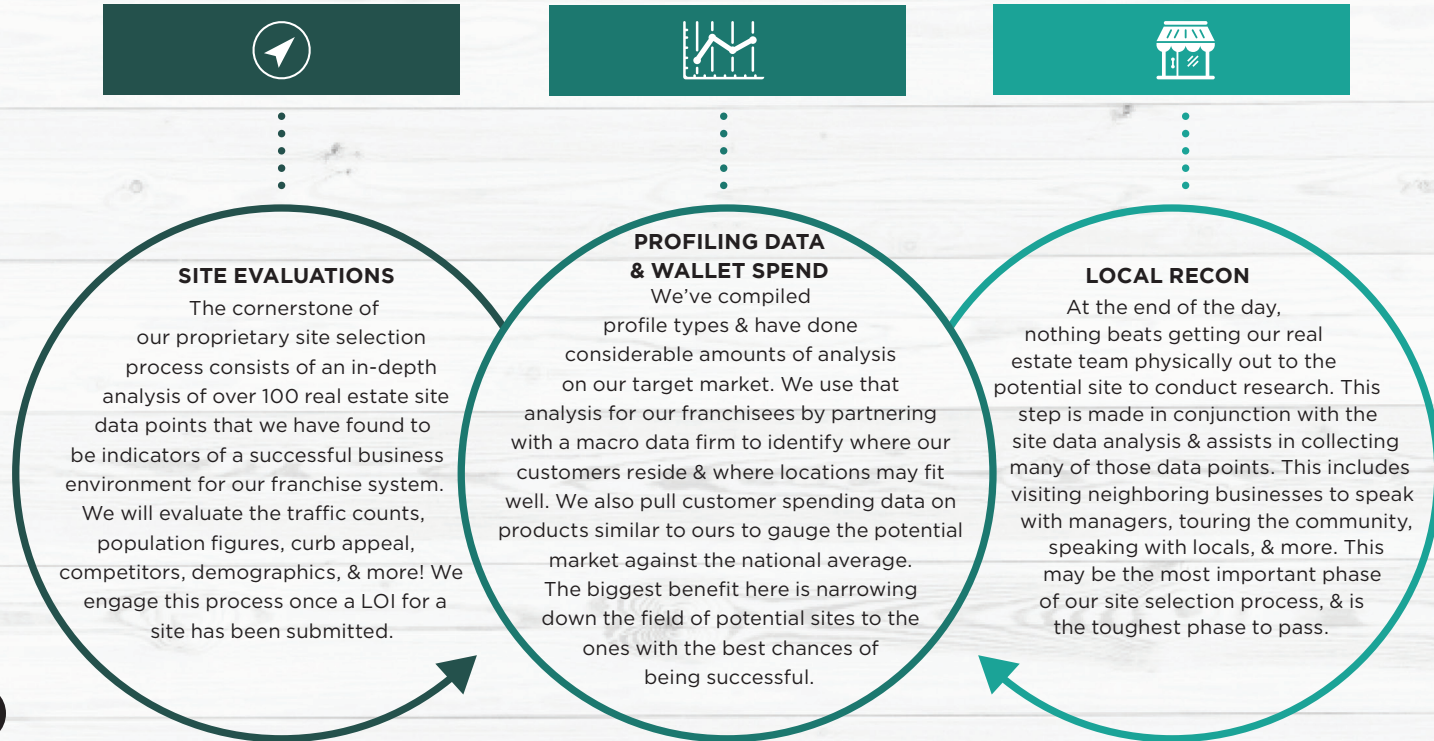
We have single-unit, multi-unit & Area Rep opportunities available!

ROAD MAP OF DEVELOPMENT



PROPRIETARY SITE SELECTION

Main Squeeze Juice Co.'s real estate team prides itself on our proprietary site selection process, which includes an extensive site data analysis, customer profiling & data analytics, & good-ole-fashioned boots on the grounds reconnaissance. We go out of our way to find the best locations nationwide & never stop searching for the perfect Main Squeeze site. Choosing your location is the most important decision you'll make, so we try to assist in every way we possibly can. We have developed a 3-step system to ensure that your location is exactly where it should be in your local area.



MARKETING STRATEGY



FRANCHISE MARKETING STRATEGY

Marketing plan set in place to allow our brand to grow rapidly alongside our stores. First step is helping you plan a successful store opening!



MARKET INTRODUCTION CAMPAIGN

Identify your target market, research the area, & strategize with the marketing department. Introduction to strategic partnerships & vendors.



LOCAL MARKETING AND ADVERTISING

Support & guidance with pre-opening & ongoing campaigns such as grassroots, social media, SMS & more.

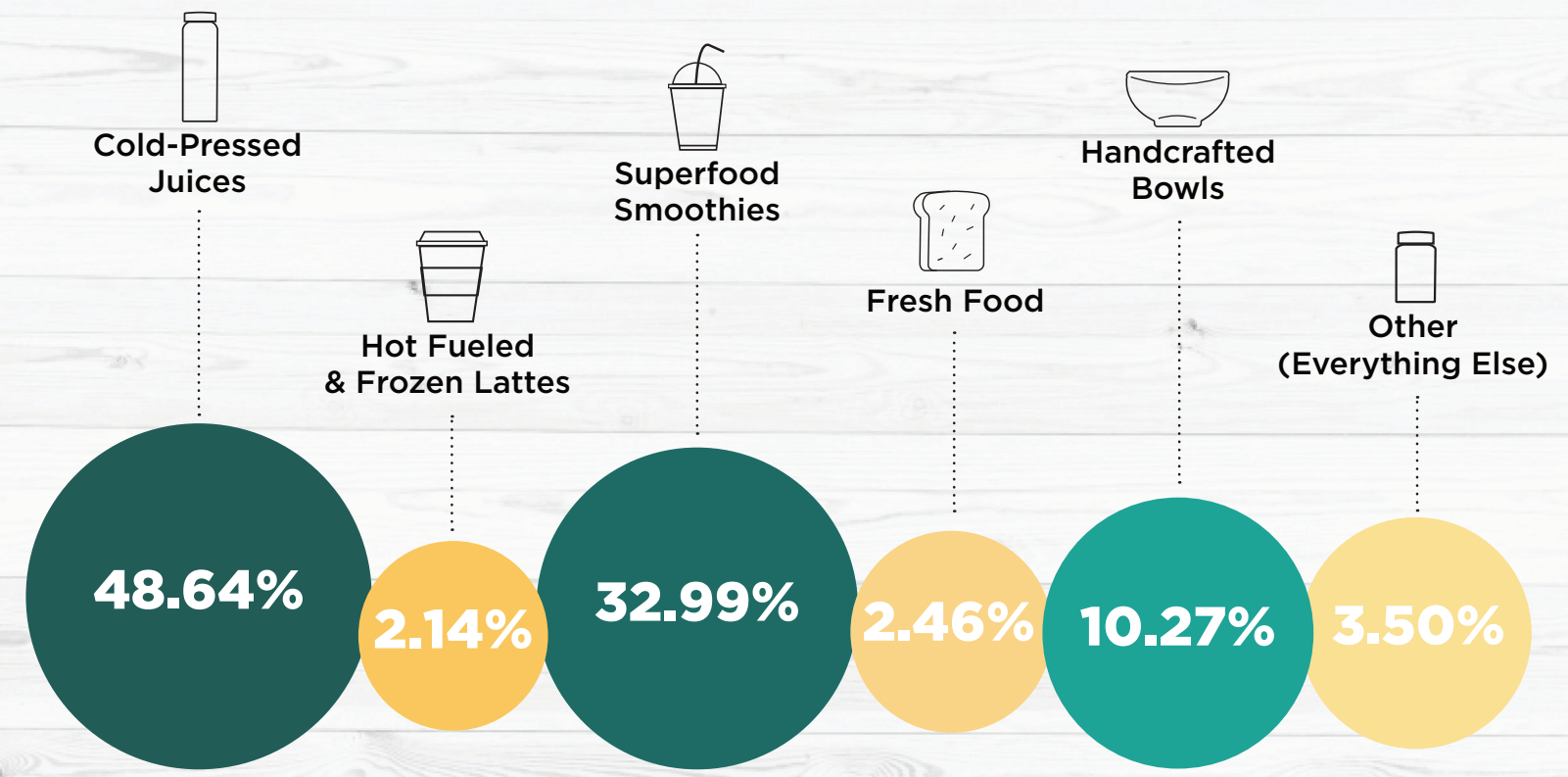
“One of the things, for me, that you can't put a value on is the support we've gotten from the marketing team. It's so important & is an area that a lot of entrepreneurs don't have time and energy to put into... It's priceless & a great support tool.”
- Andrew Blackwell | FRANCHISEE

TRAINING & QUALITY ASSURANCE



- MSJC University Training at HQ for all owners & general managers
- Virtual learning platform for all employees
- HQ team training for new store openings
- Remote store visits with owners/operators
- Video-based mystery shops for employee coaching
- Quality assurance visits conducted by HQ
- Health & Food Safety Audit Program with Ecosure
- Ongoing training & continued education

SALES BREAKDOWN



*Sales data represents all store sales from Jan 1, 2021 to Dec 31, 2021.

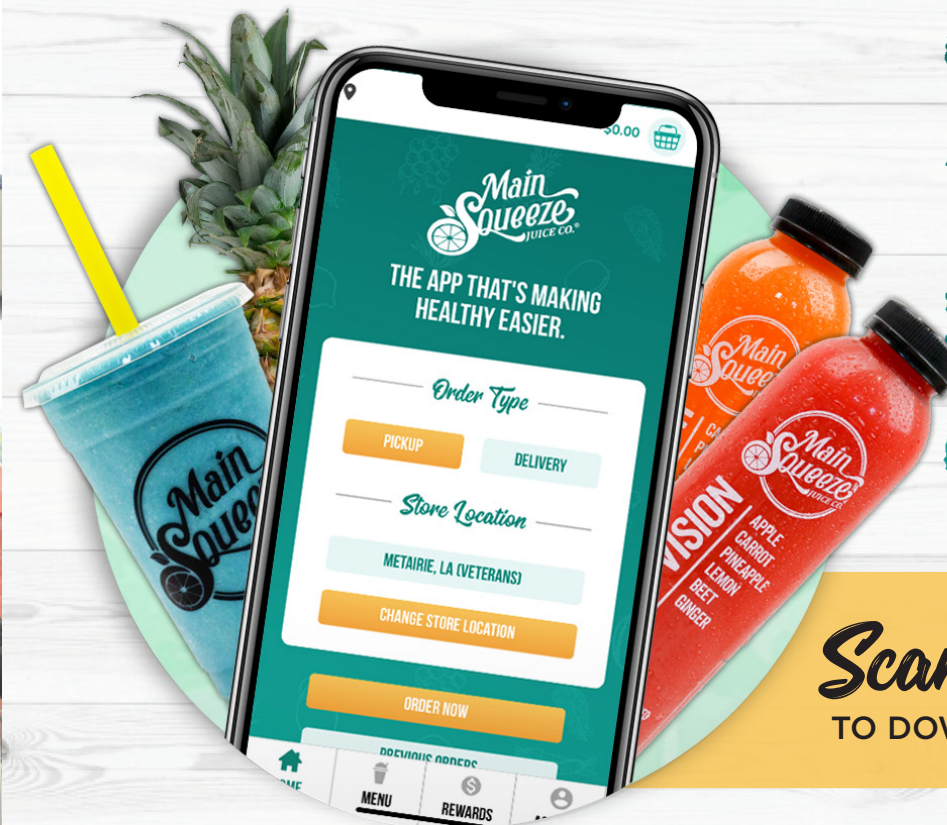
AUTOMATED PROPRIETARY SOFTWARE

At Main Squeeze we believe that data creates power. This power helps make informed decisions that can change the course of success for your store. Our data gives you the ability to target customers through SMS, track inventory, & handle employee onboarding among other features. Daily automatic reporting allows you to see profitability in real-time so that you can make any necessary changes to positively impact your sales. Profit and loss (PNL) reports are valuable, and unlike with other systems, you're getting this daily. Our software solution gives you the power to succeed as an entrepreneur with the Main Squeeze brand.



“Coming from a business that didn't have that proprietary software - you can really tell a difference. And to have the person who developed the software a phone call away is just huge.” - *Michael Hackett* | FRANCHISEE

THE APP THAT'S MAKING HEALTHY EASIER

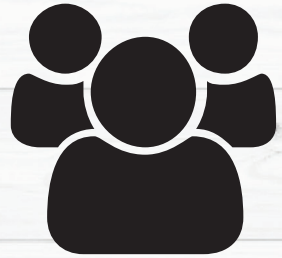


- State-of-the-art geofencing capabilities
- Earn & redeem awesome rewards
- No contact ordering & payment
- Convenient curbside or in store pick-up
- Save time & squeeze through the line

Scan here →
TO DOWNLOAD!



THE MAIN SQUEEZE PILLARS OF SUCCESS



PEOPLE

The people make or break this operation. We are looking for candidates that share the value of creating memorable experiences for your customers while having dedication to driving key performance indicator results with your staff. We cannot do any of this without you & your team!



LOCATION

Never settle! It may take time to find the perfect location, but we will get there. We have to remain dedicated to finding the perfect location using our data modeling software. Location is, without question, your biggest liability & biggest asset.



PRODUCT

Once you understand that we are here to “Make Healthy Easier” you will understand why it’s so important for us to do everything in our power to make the best tasting products with the best ticket times. That’s who we are! Making it convenient in availability, price, & taste has been the mission from the beginning.



“Main Squeeze has unlimited growth potential as we can operate in literally any type of location where millennials or young professionals exist. Through our expansion, we look forward to changing the lives of millions of people that are looking for a healthier and more convenient way of fulfilling their nutritional goals.”

- *Thomas Nieto* | CHIEF EXECUTIVE OFFICER



**MAKE HEALTHY EASIER
WITH MAIN SQUEEZE!**

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*Visit our
website!*

