

FRANCHISE OPPORTUNITY

DOWNTOWN NOLA

matter a

-Our Industry is -BOOMING

BILLION DOLLAR INDUSTRY

APPLE

KALE

LEMON

🛆 COLD PRE

SPINACH

CUCUMBER

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, acaí 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 vour health back!

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 onthe-go, and tailored for every lifestyle.

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

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

We are dedicated to the **POWER OF Z** 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

EASIER

WHAT PRODUCTS DO WE OFFER?

COLD-PRESSED JUICES

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





SUPERFOOD **SMOOTHIES**

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

HANDCRAFTED **BOWLS**

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



HOT FUELED & FROZEN LATTES

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

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

MYLKS

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

ALMOND MYLK



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

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.



RIVE-THRU MODEL	
r optional drive-thru model	
n increase your business by	
proximately 25%-30%.	

QUALITY ASSURANCE Our in-house nutritionist &

.fh

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.

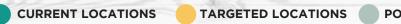
ADVANCED SITE SCORING Your location is such an important piece of this operation that we have parterned with a Real Estate data analytics partner that can analyze your DMA in order to find the best & the most open ready area in your desired footprint.

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

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.





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

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.

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WHERE WE ARE GOING

POTENTIALLY AVAILABLE



ROAD MAP OF DEVELOPMENT

4 - FRANCHISEE VALIDATION

We will connect you with some of our existing franchisees that are building similar ventures & that are in a similar place in life to vou. We want vou to learn from our existing owners so that you can have proper expectations of what is to come.

6 - SIGNING

Pick a convenient time to do a final review of the Franchise Agreement - with the goal of signing to be our next franchisee!

8 - ARCHITECTURAL DESIGN

Work with our architect partners to transform vour shell space into the Main Squeeze of your dreams!

10 - CONSTRUCTION

Assisting you in all things construction. from walkthroughs, bidding, updates & completion. We make sure it gets done right & gets done fast.

1 - INTRO CALL

2 - CHIEF GROWTH

OFFICER CALL

Once you have completed the

initial financial application we

will schedule time for you to

speak to our Chief Growth

Officer. This is where we will

mutually explore the potential

of a great partnership and

provide you with the FDD.

You will chat with our Franchise Development Director who will get the process started. They will answer any immediate questions you have while explaining the details of your startup cost & fees

3 - FDD & TERRITORY/ MAPPING REVIEW CALL

We will take this time to go through any questions you have about the FDD. We will also evaluate the market you are interested in to determine which areas are a good fit for your location.

5 - DISCOVERY DAY

You will get to spend the day with our department heads to see exactly how they will help impact your business. The details are what matters & this is your time to get an up close look

7 - SITE SELECTION

Work with our Development Director and a local broker to find the best location for your Main Squeeze. Begin your site visits all over town to ensure your satisfaction & our approval.

9 - CORPORATE MAIN SQUEEZE UNIVERSITY

Operators & managers will come to New Orleans & spend two weeks with our team. The first week will be hands-on learning in our office, followed by a second week of in store training.

12 - STAFF TRAINING

Setting up a store can be tough...but not with our help! We bring the crew & coach you through getting your store ready for opening while training your staff to be the best team possible!

11 - MARKETING CAMPAIGNS

We get started making connections with local outlets & customers that are going to be the future of your store. We start with large scale press releases & continue with all things marketing throughout your opening.

13 - STORE OPENING

We are there for your biggest weekend! All of our hard work comes to a head for your 3-day opening event. We introduce you to the community by making a big splash!

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.

SITE EVALUATIONS

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The cornerstone of our proprietary site selection process consists of an in-depth analysis of over 100 real estate site data points that we have found to be indicators of a successful business environment for our franchise system We will evaluate the traffic counts. population figures, curb appeal, competitors, demographics, & more! We engage this process once a LOI for a site has been submitted.

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PROFILING DATA & WALLET SPEND

We've compiled profile types & have done considerable amounts of analysis on our target market. We use that analysis for our franchisees by partnering with a macro data firm to identify where our customers reside & where locations may fit well. We also pull customer spending data on products similar to ours to gauge the potentia market against the national average. The biggest benefit here is narrowing down the field of potential sites to the ones with the best chances of being successful.

LOCAL RECON

At the end of the day, nothing beats getting our real estate team physically out to the potential site to conduct research. This step is made in conjunction with the site data analysis & assists in collecting many of those data points. This includes visiting neighboring businesses to speak with managers, touring the community, speaking with locals, & more. This may be the most important phase of our site selection process, & is the toughest phase to pass.

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!

"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

MARKETING STRATEGY

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.

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

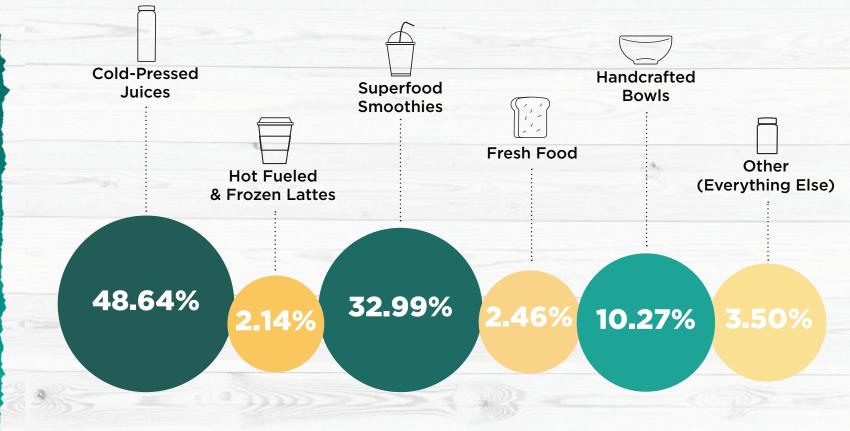
Remote store visits with owners/operators

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

SALES BREAKDOWN

AUTOMATED PROPRIETARY SOFTWARE

THE APP THAT'S MAKING HEALTHY EASIER

AE APP THAT'S MAKING

HEALTHY EASIER

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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

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 <u>lia</u>bility & 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.

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"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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