



**FRANCHISE PROSPECTUS**  
**FUEL YOUR FUTURE**



# JUICES 4LIFE



## FROM PASSION TO PROFIT

In 2018, three Birmingham entrepreneurs identified a gap in the market for a premium, health-focused juice brand. With just a £68 investment and a simple table, the journey began.

After successfully launching and operating four high-performing stores, the model was proven - paving the way for the expansion into franchising.

Today, we operate:

- ✓ **8 stores with industry-leading margins**
- ✓ **Winter sales:** £15,000-£30,000/week (in mature store 24 months trading)
- ✓ **Summer surge:** £28,000-£40,000/week
- ✓ **New location:** £15,000-£18,000/week after opening



## GLOBAL JUICE MARKET

2023 Valuation: **\$154 billion**

2028 Projection: **5.8% annual growth**



## OUR VALUES

### OUR PEOPLE

We believe in fostering a positive and supportive work environment for our employees. Happy employees lead to happy customers and a successful business.

### OUR PRODUCT

We're committed to using only the freshest, highest-quality ingredients in all our juices, smoothies, food, and desserts. We prioritise sourcing local and sustainable products wherever possible. We maintain rigorous quality control procedures to ensure consistency and excellence.

### OUR COMMUNITY

We're dedicated to supporting local communities through job creation and partnerships with local businesses and charities.

### OUR CUSTOMERS

Providing exceptional customer service and a pleasant experience is our top priority. We strive to exceed customer expectations through our friendly staff, delicious products, and a clean, welcoming environment.



# WHY JUICES4LIFE STANDS OUT

## Unbeatable Economics

**180K**

SETUP COST

**LIFESTYLE**

FRESH FOOD FOCUS BRAND

**MULTI-STORE**

STORES THRIVE JUST 1 MILE APART

## Cutting-Edge Technology

**AI-POWERED EPOS**

REAL-TIME INVENTORY & LABOUR OPTIMISATION

**LOYALTY APP**

CUSTOMER INSIGHTS & PERSONALISED MARKETING

**SCHEDULED FOR Q4 2025**

SELF-SERVICE KIOSKS & MOBILE ORDERING

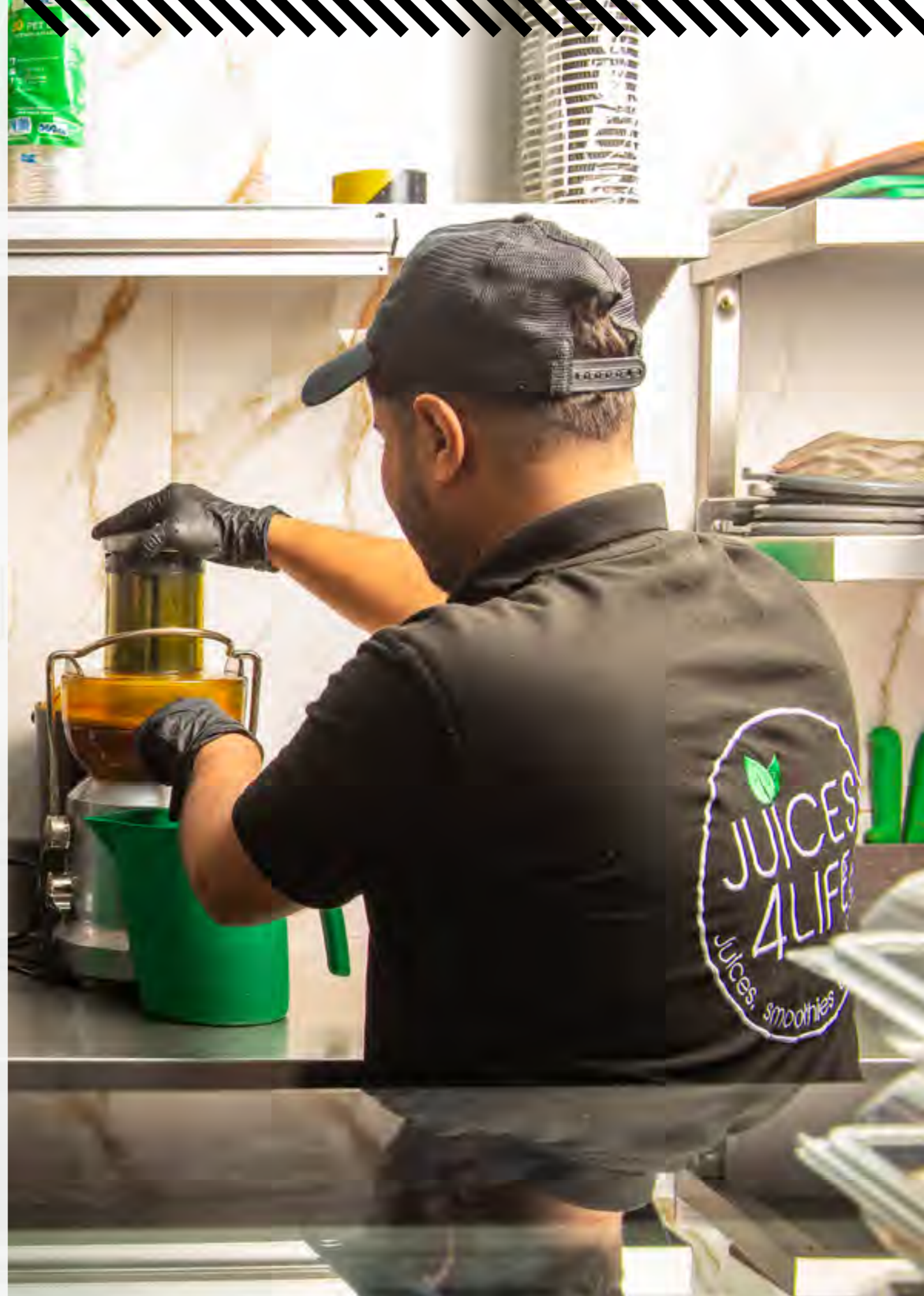
## Turnkey Franchise Package (~180k - 200k + VAT)

Includes:

**FULL STORE BUILD & EQUIPMENT**

**100+ HOURS INTENSIVE TRAINING**

**ONGOING OPERATIONAL SUPPORT**



## WHAT YOU GET AS A FRANCHISEE?

### SETUP SUPPORT

We provide comprehensive support in setting up your Juices4Life store, including site selection, design, equipment procurement, and construction.

### TRAINING PROGRAMME

A thorough training programme is provided to ensure you and your staff are proficient in all aspects of the Juices4Life operation, from product preparation to customer service.

### OPERATIONS MANUAL

A detailed operations manual is provided to guide you through daily operations, ensuring consistent quality and efficiency.

### MARKETING SUPPORT

We'll provide marketing materials and support to help establish your brand presence in your local market.

### SUPPLY CHAIN NETWORK

We offer support and guidance in setting up efficient and reliable supply chains for fresh ingredients and other necessary supplies.





# WHAT PEOPLE HAVE SAID

*Just came from London and had a fresh juice there was amazing I would really recommend it*

**BAHROZ RASULI**

*Mango and Guava smoothie is probably the best smoothie on their menu. Not a lot of spots who genuinely sell fresh smoothies so Juices4life is a 10/10 spot for me*

**H A**

## INVESTMENT SUMMARY

The total investment is estimated to be around £100,000 (including the £25,000 franchise fee and £75,000 fit out and equipment cost). This estimate may vary depending on the chosen location and additional requirements. Ongoing franchise fees will be discussed during the application process.

### INITIAL COST:

FRANCHISE FEE	£25,000 +
STORE FIT OUT & EQUIPMENT	~£170,000
TOTAL	~£195,000 + VAT

### PROJECTED ROI:

BREAK-EVEN	12-18 Months
ANNUAL PROFITS POTENTIAL	£150,000+



## WHAT WE ARE LOOKING FOR?

We're seeking ambitious, driven individuals with a passion for fresh juices, healthy options, and excellent customer service. Strong business acumen, management skills, and a dedication to community engagement are key qualifications.

## FRANCHISEE PROFILE


We seek entrepreneurs who:

- ✓ Are passionate about health & wellness
- ✓ Have business acumen
- ✓ Want to build a multi-unit portfolio

## FRANCHISE FAQs

- **Can I open a Juices4Life in a specific area?**  
We'll discuss this once your application is received.
- **Can I use my existing premises?**  
We welcome enquiries but will review the site's suitability.
- **What does the £25,000 franchise fee include?**  
This covers the initial licence fee, training, marketing materials, and ongoing operational support.
- **How much will fit out cost?**  
Approximately £170,000.
- **How long does it take to open?**  
We aim for a 10-12-week timeframe.
- **What training is provided?**  
An intensive, comprehensive training programme is provided.



A photograph of a juice bar counter. A man in a black shirt is smiling and handing two drinks on a tray to a customer. The drinks are in clear plastic cups with straws, one yellow and one green. The counter has a cash register and several clear plastic cups with the 'JUICES 4 LIFE' logo. In the background, there are shelves with stacks of white plates and a dark wall with hanging lights.

*The ability to open multiple stores in close proximity has allowed us to dominate our market while maintaining strong unit economics.*

**CURRENT FRANCHISEE**

## YOUR PATH TO SUCCESS

Juices4Life is poised for substantial expansion in the coming years. This franchise opportunity enables you to become part of a dynamic and rapidly growing brand. The company is committed to continuously developing new and innovative products to cater to ever-evolving consumer preferences.

If you share our enthusiasm for offering fresh, healthy choices and delivering exceptional customer service, we warmly invite you to join the Juices4Life family!

### 1. TRY OUR PRODUCTS

Visit a location and taste the difference

### 2. ATTEND A DISCOVERY DAY

Meet our team and see operations firsthand

### 3. COMMIT & SECURE YOUR TERRITORY

We help with site selection & buildout

### 4. GRAND OPENING

Comprehensive launch support





JUICES 4 LIFE





## PROPERTY CRITERIA

Juices4Life is currently looking for properties on local high streets, retail parades, and neighbourhood centres that fulfil the following criteria:

A frontage with a minimum width of 1m and Minimum area of 1200ft<sup>2</sup>

- Varied mix of socio-economical groups within the proposed trade area
- High footfall and traffic preferred
- Ideally located near Student - key demographic
- Adjacent to supporting traders (i.e. restaurants, entertainment venues and takeaways)
- Car parking near to the premises or good transport links

A site can be introduced directly to the Juices4Life acquisition team. One of our acquisitions manager will then liaise with you directly as to whether the opportunity is of interest. Please contact the Juices4Life property team with the above details and annual rental requirements.

In addition to the initial license fee, there is a franchise royalty and marketing fee. All prices are excluding VAT.

**Contact:** ✉ [franchise@juices4life.co.uk](mailto:franchise@juices4life.co.uk)



# LOCATIONS SOLD

Juices4Life has successfully secured locations across a growing number of key towns, cities and neighbourhood centres throughout the UK, reflecting the strength and appeal of the brand in diverse communities. Existing sold locations include:

- Manchester
- Derby
- Selly Oak
- Coventry
- Harlesden
- Bristol
- Leicester
- Walsall
- Lozells
- Luton
- Soho Road
- Cape Hill
- Leeds
- Wolverhampton
- Nottingham
- Stoke-on-Trent
- Burton-on-Trent
- Liverpool
- Bradford
- Sheffield
- Oxford
- Shoreditch
- Slough
- Cardiff
- Preston
- Star City
- West Bromwich
- Blackburn
- Bolton
- East Ham
- Ilford Lane
- Walthamstow
- Acton
- Southall
- Hayes
- Hounslow West
- Hounslow Central
- Northampton
- Watford
- High Wycombe

This continued expansion highlights Juices4Life's strong demand and proven ability to thrive in busy, high-footfall retail locations.





# TAKE THE NEXT STEP

Contact our franchise team today:

-  Nil Naik
-  [franchise@juices4life.co.uk](mailto:franchise@juices4life.co.uk)
-  [juices4life.co.uk/franchise](http://juices4life.co.uk/franchise)

**LIMITED TERRITORIES  
AVAILABLE**

**APPLY NOW!**

