

# Natural Juice Co.

Partnership with The Natural Food  
Store

# Here's the idea.

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With only one juice bar in Searcy, now is the time to cut through the market and cater directly to **college students and visitors** looking to make healthy choices. NFS is the natural partner.





# Location: Searcy Welcome Center

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This partnership is a part of the bigger picture of Searcy's upcoming Welcome Center and city rebranding.

Why a Juice  
Bar?

Why NFS?

# Health Benefits.

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## Diets rich in fruits and vegetables:

- Lower blood pressure
- Reduce the risk of heart disease and stroke, and some types of cancer
- Have a positive effect upon blood sugar, which can help keep appetite in check





# Low Start-Up Cost. Great Market.

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- With the staff, city-sponsored location and kombucha kegerator already in place, we are at a cost advantage.
- Biggest start-up cost — commercial grade juicer @ \$22,000.
- Healthy lifestyle trends have boosted the fruit and veggie market, which is expected to hit USD 228.96 billion by 2030.



## X-1

Meet the Goodnature X-1. The original commercial juice press invented in 1992. This juicer is used by thousands of successful cold-pressed juice, nut milk, and cider producers in over 70 countries.

 Goodnature / \$22900



## Fruit And Vegetable Juice Market Worth \$228.96 Billion By 2030

The global fruit and vegetable juice market size is expected to reach USD 228.96 billion by 2030, registerin...

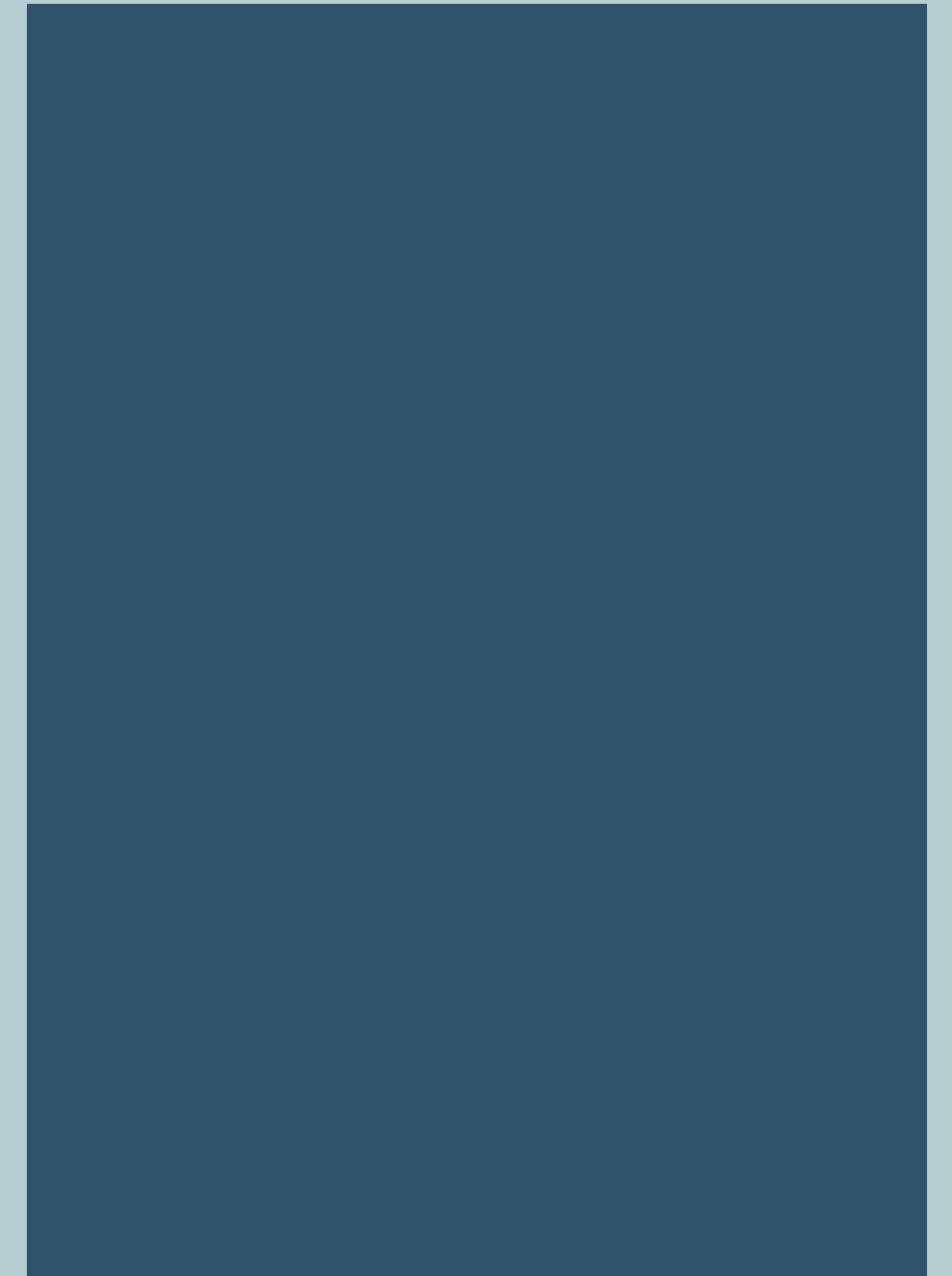
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# Expensive Competition. Established Brand.

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- Imago Dei is an expensive coffee shop with juice bar offerings.
- Our juice bar will play to our strengths: natural ingredients, low prices and a friendly, knowledgeable staff.
- Natural Food Store is the right partner due to brand power and connections with small businesses.



# Trends: What We Found

- Leafy greens in smoothies.
- Sub smoothie for a bowl.
- Fresh pressed juice (one ingredient) starting at \$5.75, specialty @ 9.75.
- Possible tonics, juice cleanse systems in the future (too expensive when starting up).
- Two sizes for smoothies and juices, one size for shots.



## NATURAL JUICE CO. We Squeeze. You Sip.

### THICK SIPS

+ \$ 2.00  
for 24 oz

#### SEARCY SALAD

Kale, Spinach, Probiotic, Mint, Spirulina, Ginger, Lemon, Blueberry, Juiced Apple, Strawberry, Banana

\$ 11.25

#### A CAI-ND WORD

Acai Sorbet, Juiced Apple, Avocado, Banana, Strawberry, Blueberry

\$ 9.25

#### WAKE ME UP!

Hemp Seeds, Cognitive Coffee Powder, Almond Butter, Banana, Almond Milk, Pink Salt

\$ 9.75

#### GREEN TEEN

Kale, Spinach, Coconut Milk, Apple Juice, Banana, Pineapple, Lemon

\$ 8.75

#### NATURAL GAINS

Banana, Cacao, Spinach, Protein, Peanut Butter, Almond Milk, Pink Salt

\$ 9.25

#### PITAYA PARTY

Lemon, Apple Juice, Mango, Pitaya (Dragonfruit) Powder, Strawberry

\$ 10.75

#### PB&J

Lemon, Apple Juice, Mango, Pitaya (Dragonfruit) Powder, Strawberry

\$ 8.75

**TURN ANY SMOOTHIE INTO A BOWL!**

+ \$ 2.00

### JUCY SIPS

#### WABBIT COCKTAIL

Carrot, Apple, Pineapple, Mint, Ginger, Lemon

\$ 9.25

#### DR. B'S GINGER JUICEBOX

Kale, Cucumber, Spinach, Parsley, Lemon, Ginger, Apple

\$ 9.25

#### BEETS AND EATS

Carrot, Beet, Apple, Ginger, Lemon

\$ 9.25

#### SEARCY SUMMER

Mint, Pineapple, Apple, Kale, Spinach, Cucumber, Parsley, Lemon

\$ 9.25

#### KICKIN' PICKIN'

Apple, Cucumber, Lemon, Blue Spirulina, Pink Salt, Cayenne Pepper

\$ 10.75

#### LEAFY SWEET

Apple, Kale, Spinach, Lemon, Cucumber, Parsley

\$ 8.25



### SIPS FOR THE SNIFFLES

#### THE JONES SPECIAL

Pineapple, Bee Pollen, Lemon, Mint, Honey

\$ 5.75

#### SINUS THE TIMES

Lemon, Ginger, Pineapple, Mint, Cayenne

\$ 5.75

#### COLORADO GOLD

Ginger, Lemon, Honey, Maca, Black Pepper, Golden Latte Powder

\$ 5.75

#### WHEATGRASS

Just Wheatgrass (2oz shot)

\$ 4.75

#### FIREBALL

Ginger, Cayenne

\$ 4.75

### DRAFT KOMBUCHA

**FREE 12 OZ ON THIRSTY THURSDAYS!**





# Design Perspectives



# Questions