



JUICE IT UP!
SMOOTHIES • BOWLS • JUICES

FRANCHISE REPORT



WHAT IS JUICE IT UP!

We are a well-known, innovative smoothie, superfruit bowl, and raw juice bar franchise with 130+ locations open and in development, and we've been a prominent West Coast brand for 30 years.

The multibillion-dollar juice and smoothie industry is growing, and so is our juice and smoothie franchise.

Guests love us for our fresh, handcrafted raw juices, our made-to-order smoothies, customizable bowls loaded with superfruits açai and pitaya, and our innovative menu.

Franchisees love working with us because our locations are simple to operate, have small fixed overhead costs, require a relatively small startup investment and help people live active lives.



*130+ locations open and in development



Our Mission

Put simply, we desire to be ambassadors of “HEALTHIER LIVING”.

From our handcrafted smoothies and bowls to our raw juice blends and thoughtfully prepared grab-and-go snacks, our mission remains the same: to lead with purpose in offering delicious smoothies, juices, and superfruit bowls that support the well-being of our guests, their families, and the communities we serve.

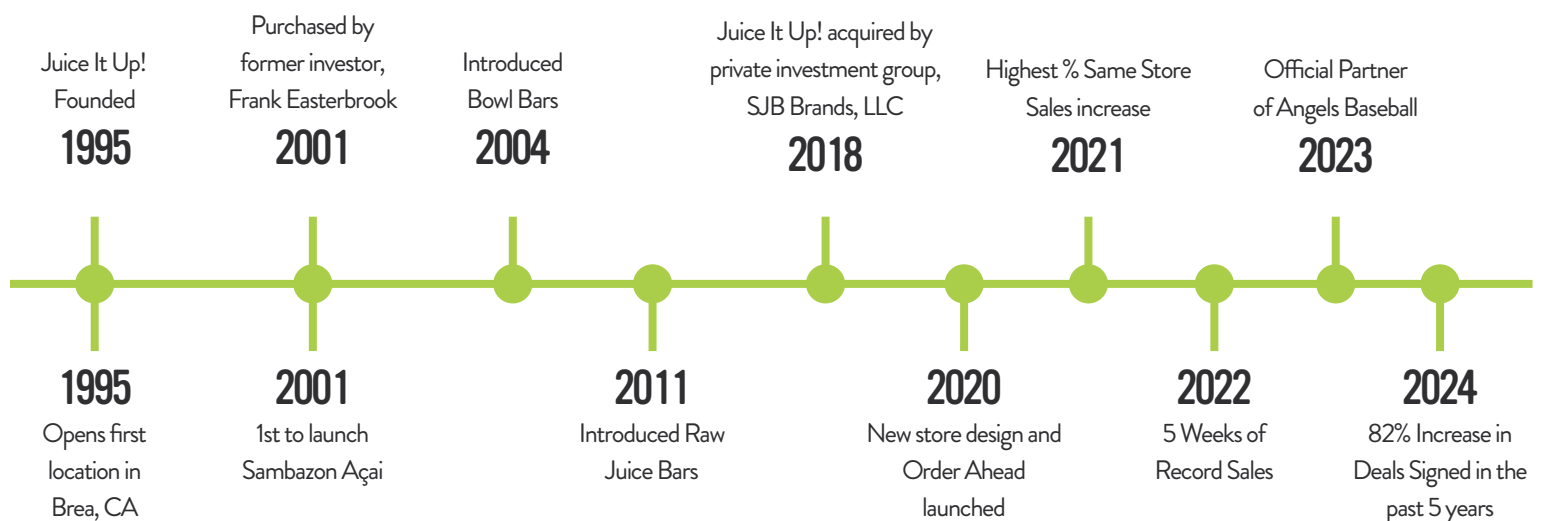




OUR STORY

Almost 30 years ago, we made a promise to craft and serve only the finest quality smoothies to our guests and communities. Since then, we've done just that while at the same time introducing mouthwatering and better-for-you offerings of açai and superfruit bowls, and a variety of raw juices and shots.

As we progress through our third decade, we remain dedicated to providing only the highest quality and best-tasting products while educating our guests on the benefits of our innovative and functional ingredients.



OUR FUTURE

Since 2018, Juice It Up! has been owned by three individuals: Chris Britt of Britt Private Capital, Ed St. Geme of Jupiter Holdings and two individuals.

Chris Britt and Ed St. Geme from our highly experienced ownership group were franchisees in the **Burger King** system for more than 10 years in the 1990s and 2000s, and have helped build many successful multi-site retail and entertainment businesses including **Boot Barn** (NYSE: BOOT) and **Signature Theaters**, and currently also own one of the fastest growing pizza chains in the U.S., **Mountain Mike's Pizza**, with over 305 franchised locations in the Western U.S. and growing.

Chris Britt and Ed St. Geme are actively involved in the leadership of the Juice It Up! brand, and serve as Chairmen for the Brand.

The Juice It Up! of today and the future is also led by a highly experienced and veteran team of franchise business coaches and leaders across every business discipline, to support our franchisees in their quest to grow their locations, sales, profits and community engagement.





WHY JUICE IT UP!

Franchisees love working with us! Our experienced leadership team offers insight and support for every aspect of your business in order to get the most out of your investment.

Join a well-known and 30-year established better-for-you food and beverage brand.

50% AUV Growth since 2019 and our momentum continues!

Equal parts functionality and flavor-high-quality ingredients have driven our success for the past 30 years.

Our stores have a small footprint and only require, on average, 10-15 part-time entry-level employees. No hood, grill or fryer!

Relatively low store build-out costs, net worth and liquidity requirements.

Opportunities for growth in new markets.

THE NUMBERS

LIQUID CAPITAL REQUIRED

\$150,000

NET WORTH REQUIRED

\$350,000

FRANCHISE FEE*

\$30,000

TOTAL INVESTMENT

\$267,800 - \$628,000

AVERAGE UNIT VOLUME TOP 25%

\$852,512



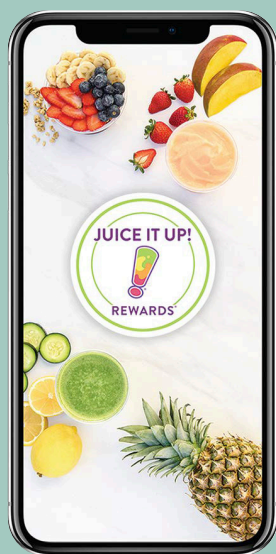
*Fees and requirements based on a single unit and as reported in the 2025 franchise disclosure document (FDD).





THE HEALTH AND WELLNESS SEGMENT IS GROWING EACH YEAR

As more people seek to live a healthier lifestyle now more than ever, smoothies, juices, and bowls are now a regular routine and are no longer a niche segment of the ever-growing food and beverage industry. The sector has truly been a success story of the 21st century with the consistent evolution that includes the transition from a drink for a workout, to a dessert, and now a quick on-the-go meal replacement option. Needless to say, the sector is dominating the global beverage industry, thanks to the growing consumers focusing on a healthy lifestyle and choosing a nutritional alternative for their food and beverages. Consequently, the global smoothie market is witnessing several innovations, in terms of new ingredients and types of smoothies, including smoothie bowls.



TECHNOLOGY

We have invested in technology to broaden our brand reach and to drive guest frequency and loyal fans of the brand.

- Established Juice It Up! Rewards ® Loyalty Program
- Mobile Order Ahead





NEW STORE DESIGN



IS JUICE IT UP! THE RIGHT CHOICE FOR YOU?



Juice It Up! offers Financial Incentives for New Store development including incentives for Veterans. We work with Vet-Fran. Relatively low store build-out costs, net worth and liquidity requirements.

IDEAL CANDIDATE PROFILE

Do you have restaurant experience? Experience in running or owning another successful fast casual, QSR concept or local business? A passion for providing a delicious better-for-you product in your local community? A desire to be your own boss and build a legacy for your family?

Yes, to all the above.

Juice It Up! franchisees have come to our brand with a diverse background. Most aspire to own their own business and make a difference in their communities.

Many of our successful franchisees have some other traits in common. They are confident, competitive, outgoing and have a positive attitude about business and life. Most of our owners have restaurant experience, but certainly not all. These less tangible traits are critical to our success.



DEVELOPMENT OPTIONS

Juice It Up! offers a variety of flexible formats from big cities to small towns, traditional stores to Drive Thru or College Campuses to Travel Centers. Juice It Up! franchise opportunities are endless with new store models to find in any market. At Juice It Up! we are all about innovation and customization to optimize the consumer's experience and maximize ROI for our franchisees.



TRADITIONAL
STORES



DRIVE-THRU
STORES



KIOSK
STORES



NON-TRADITIONAL
STORES



HOW MUCH DOES IT COST TO OPEN MY OWN JUICE IT UP!?

Types of Expenditure*	Low	High	Method of Payment	When Due	To Whom Payment is to be Made
Initial Franchise Fee (incentive program)	\$20,000	\$30,000	Single payment	Upon signing Franchise Agreement	Us
Real Estate	\$15,000	\$25,000	Deposit, plus 3 months rent	At lease signing	Lessor
Architect & Blueprint Fees	\$11,000	\$15,000	As arranged	Before opening	Approved Architect
Building Permits	\$5,500	\$20,000	With applications	Before opening	Government Agencies
Tenant Improvements	\$80,000	\$270,000	As arranged	As arranged	Contractor
Signs & Menu Boards	\$4,200	\$14,000	As arranged	Before opening	Suppliers
New Store Opening Kits	\$1,000	\$1,200			
POS System/Office Equipment	\$2,500	\$4,500	Single payment	Before Opening	Suppliers
Furniture, Fixtures & Other Equipment	\$70,000	\$140,000	As Single payment or installments on lease	Before opening	Suppliers
Utility Deposits and Sales Tax Bonds	\$2,500	\$8,000	As incurred	Before opening	Municipal Utilities and Equipment Lessors
Opening Stock (Inventory)	\$5,000	\$9,000	Terms set by suppliers	As arranged	Distributors and Suppliers
Small Wares	\$3,900	\$4,800			
Expenses While Training	\$700	\$5,000	As arranged	Before opening	Transportation, Hotel, Meals, etc.
Trade Area Activation Plan	\$6,500	\$6,500	As arranged	4-6 weeks after opening of business	Various vendors
Additional Funds (3 months)	\$20,000	\$40,000	Varies	As incurred	Various
Total (without drive-thru)	\$267,800	\$628,000			
Drive-Thru Location Costs	\$35,000	\$118,000	As arranged	As arranged	Contractor
Total (with Drive-Thru)	\$302,800	\$746,000			





STEPS TO SUCCESS



Request Info

You will receive an automated response within 1 hour that includes an application and a Juice It Up! development director will contact you within 48 hours of your request.



Discovery

You will be invited to meet one-on-one with key members of the Management Team at our Support Center in Irvine, CA.



Apply

Within 1 day of your conversation with our development team, you will submit a formal application for review.



Speak with Successful Franchisees

We encourage you to interview existing franchisees within our system to get their insight and feedback on our franchise system.



FDD & Financial

After reviewing your application and qualifying financial documents, we will send you our FDD. Once we mutually decide that we are a good fit for each other, we will move to discovery day.



Join Juice It Up!

Once you receive our approval, you will execute a Franchise Agreement and pay the Initial Franchise Fee (IFF).



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Visit juiceitupfranchise.com for more
information and to get started today!

@juiceitup

