

HEALTHY GOODNESS
IN EVERY CUP.

JUICE IT UP!



Contributing Factors to Raw Juicing Trend

- Heightened awareness of the role that **healthy eating** plays in **long-term wellness** — More than one-third of U.S. adults (35.7%) are obese (CDC).
- A **better-educated and wealthier populace** whose median age is increasing each year.
- Increasing consumer concern over the **purity and safety** of food.
- Juicing helps you gain maximum absorption of the **vitamins and nutrients** from the vegetables and fruits you consume.

Global Market for Raw Juice and Smoothie Bars to Reach US\$10.7 Billion by 2015*

The global juice and smoothie bar market is experiencing increasing demand encouraged by improving disposable income levels of consumers and the concept of healthy lifestyles gaining prominence.

“Juicing, as a meal replacement or mere refreshment, has become a \$5 billion business and is expected to grow by 4%-8% per year.” -- Barron’s

Good health is good business. Juice It Up!, innovator in the raw juice and smoothie bar industry, is serving up an exciting business opportunity, retailing fresh squeezed raw juices, handcrafted real fruit smoothies, antioxidant-rich açai bowls and other healthy snacks to meet the demand of consumers choosing healthier food and beverage options that support an active and healthier lifestyle.

*Global Industry Analysts, Inc.

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