

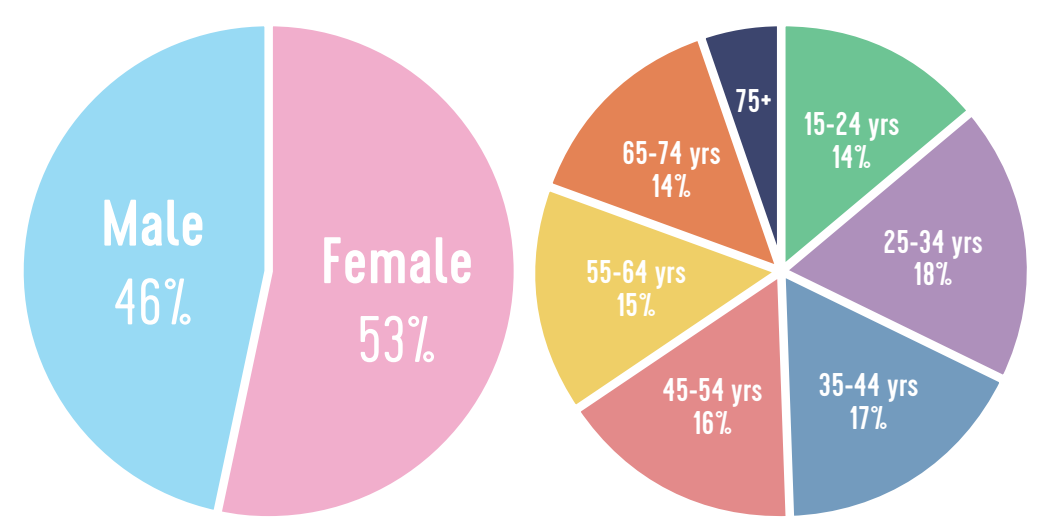
ORIGINS AND VALUES

Founded over 25 years ago in Calgary, Alberta, Jugo Juice has rapidly grown into a dominant force in the Canadian market, with over 100 franchised locations nationwide, solidifying its status as a leading brand.

Jugo Juice is a brand that reflects and embraces the health values of our customers. Our content strategy focuses on wellness and self-improvement, inspiring and guiding you toward a vibrant life. We combine the finest ingredients with fresh fruit and vegetables, served quickly in modern stores by passionate franchise partners.

OUR COMMUNITY
KEY DEMOGRAPHICS

- 53% Women, 46% Men
- Top cities: Calgary, Montreal, Edmonton, Vancouver, Toronto



PROFILE

Jugo Juice customers value great taste and healthier alternatives.

- Many are health-focused, others choose us for better options or because they love our smoothies.
- Our audience consists of young, energetic individuals—both men and women—who make smart choices, enjoy great taste, and lead active, balanced lives.



OUR FINEST OFFERINGS
SMOOTHIES / BOWLS / JUICES / MEALS

- Made with real fruits and vegetables.
- Trendy flavors like taro and lavender.
- Immunity-boosting ingredients (Vitamin C, D, and Zinc).
- Vegan options
- Sandwiches prepared daily and grilled to perfection

INVESTMENT

	STREET LOCATIONS	INLINE UNITS	KIOSK
Area	800-1200sq.ft	400-700sq.ft	150-250sq.ft
Franchise Fee	30K	30K	30K
Term of franchise	10 years	10 years	10 years
Royalties	6%	6%	6%
Brand Development Fund [Ad Fund]	4%	4%	4%

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