

The Juice Master mobile Juicy van

Why Choose Juice Master?

- Juice Master is the only personality led Juice Bar concept in the world. As a franchisee you will benefit from an overwhelming amount of marketing, publicity and media exposure from Jason Vale and The Juice Master brand.
- Jason has successfully published nine books, his infamous book – ‘7 lbs in 7 days super juice diet’ quickly became a No. 1 best-seller. This was the first time in UK history that any book relating to juicing topped the chart.
- Jason’s books and dvd’s have already been translated into several languages and can be found in Italy, Sweden, Denmark, France, Finland, Norway, Ireland, UK, Holland, Turkey, Brazil and Japan.
- The Juice Master brand is in the public’s psyche due to Jason’s increasing media demand. The Juice Master’s name is constantly out there through Jason’s books; dvd’s; cd’s; QVC; radio interviews (Steve Wright; Chris Evans; Gerry Ryan & many local stations); TV shows (such as The Wright Stuff; This Morning; TV3 etc); national newspapers (Daily Mail, Daily Express, The Guardian & Other local papers) and regular magazine appearances (Now, Closer, new, Cosmopolitan, Eva, Reveal & Elle). He has worked with several celebrities, the most famous being Katie Price AKA Jordon.
- Jason is the global face of the best-selling Philips range of juicers and blenders. The products have enormous retail presence including prestigious outlets such as John Lewis and Selfridges.
- Philips have a full Juice Master page with Argos – A company who’s catalogue is in over 20 million homes and who are responsible for 70% of juice extractor sales in the UK.
- A free copy of Jason’s book or DVD is included free with every Philips juicer or Blender that is sold throughout many territories in Europe.
- Juice Master has a very active juicing website and we will promote any of the events where our franchisees and their juicy vans are exhibiting

Juicy Van Q and A's

Q. How does the van work?

A. The van is automatic, with a 600 cc, two cylinder engine and runs off Diesel

Q. How many miles per gallon does the van do?

A. Between 50 – 70 Mpg

Q. What does the juicing equipment run off?

A. Once in situ, the van can be plugged into a power supply and run off electric hook up, or it can run off the generator

Q. How long does the generator last

A. There are two generators and they will run for 5 – 7 hours off one tank of fuel

Q. What does the generator run off?

A. Petrol

Q. What happens about road tax?

A. Currently the annual road tax is £120 per year

Q. What about the MOT

A. Because the van is brand new, it is exempt from needing an MOT for 3 years

Q. What about insurance?

A. As a trader you will need public liability insurance and product liability insurance that will cost between £120 - £180

A. The juice van is essentially your business premises and so you will need comprehensive insurance against theft, fire and damage. The insurance for the van will be approximately between £1000 - £2000 per year

Q. Can I do indoor and outdoor events?

A. Yes, you can take the van to both indoor and outdoor events. For indoor events the van needs to have the fuel drained and the battery disconnected.

Q. How far can the van go?

A. The van is ideal for local events and really not suitable to take on the motorway.

Q. How fast can the van go?

A. The van can go around 40 – 45 mph

Q. What if I want to do an event 100 miles from my house?

A. If you want to do a lot of events that are far away from where the van will be stored, then we would recommend travelling the van on a trailer. The van weighs 950 kg and you will of course need a suitable vehicle to tow the trailer. Alternatively the van can be transported to events around the country via a transporter company at an average rate of £1.10 per mile.

Q. What if I want exclusivity for an area?

A. This can be discussed

Q. What legal requirements are there?

A. You will need to register with your local council to notify them that you are starting your business (Food premises registration form) at least 28 days before your first event.

A. It is also highly recommended that you take a level 2 Basic Food Hygiene certificate

Q. How many juices/smoothies can I expect to make per day?

A. The van is equipped with professional equipment that can make juices and smoothies all day long. The limit to the number of juices/smoothies that can be made is defined by the amount of produce you have.

Q. Where will I buy the produce?

A. You can buy the fruits, vegetables, frozen fruit and yogurt from your own local wholesalers

Q. Where do I buy the disposables?

A. You buy all the disposable equipment, i.e. the branded cups, lids, napkins, literature from Juice Master in small manageable quantities.

Q. What happens about the water?

A. The van is equipped with a 33 litre water tank that can be refilled via the mains water supply or from a mobile water tank

Q. What is the franchise fee?

A. The franchise fee is £5495

Q. How long is the franchise agreement?

A. The franchise agreement is for five years and is then renewable for a further 5 years with no extra fees

Q. How much is the royalty fee?

A. The royalty fee is set at just £1000 per year, making it the best value franchise royalty on the market

Q. What do I get for my franchisee fee and royalty fee?

A. Essentially you will benefit from:

- use of the Juice Master name and brand (the No. 1 name in juicing)
- all our juicing expertise
- all your events being publicized on our very active website
- all enquiries that come into head office requesting a juice bar at their event will be passed onto one of our local franchisees
- all ongoing marketing material and brand exposure
- the Juice Master Training, Operation, Business and health & Safety Manuals
- the simplicity of being able to purchase all branded Juice Master disposables: branded cups, napkins, leaflets etc. All of these are branded and printed, saving you money on artwork design and bulk buying
- being able to call Juicy HQ for advise, Monday – Friday 9am – 5.30 pm
- becoming an automatic affiliate, meaning you can purchase all Juice Master products at a reduced rate
- being able to link your own website to our very active website

Q. Can I buy the van through finance?

A. Yes, the van can be bought on a finance package, subject to status, circumstance and approval

Q. What if I want to sell my van after 3 years?

A. The van and the franchise can be sold to a third party whom may carry on with the franchise business at any time

Q. Will my van appear on the Juice Master web site?

A. Yes, as a franchisee we will publish all the venues where your van will be exhibiting and encourage people to pop along and buy a juice/smoothie.

Q. Can I sell other food and drink items from the van?

A. As a franchisee you will be representing Juice Master and so it is important that you only sell Juice Master approved items. You will be welcome to sell fruit, water and other items that have been approved by Juice Master, including of course any juice master merchandise.

Q. What about VAT?

A. All prices quoted will have VAT added to them (currently 15%) and we strongly advise that you register for VAT. The van is brand new and you can reclaim this VAT

Q. Is there an annual marketing fee?

A. No

Q. How can I earn extra income?

A. As a franchisee, you will automatically become a Juice Master Affiliate, meaning you can purchase all our merchandise at a reduced wholesale rate. Any of this merchandise can be sold from the mobile juice van

Q. What can I expect to make?

A. Please see the scenarios below. Please note all scenarios are based on assumptions and Juice Master makes no guarantees of earnings. **The figures only take into account the actual cost of the produce, cup, lid and straw. From the gross profit, the variables such as rent, insurance, wages, fuel and VAT etc need to be deducted.**

Scenario A – Full Time

This scenario assumes you get a permanent pitch and work the van **7 x days per week for 50 weeks per year**. For example a pitch outside a hospital or a permanent indoor/outdoor market.

Average no. of drinks sold per day 100 – 300	Gross Profit	£200 - £ 600
Average no. of shots sold per day 15 – 25	“ “	£8.55 - £14.25
Average no. of Juice in a bar sold 25 – 35	“ “	£16.00 - £22.40
	“ “	£224.55 - £636.65

Gross Annual profit = £78,592 - £222,827

Scenario B – Part Time

This scenario assumes you work the van at weekends and bank holidays only, for example a market (total 112 days per year), or that you take the van to shows and fairs throughout the summer months. Total of **112 days per year**

Average no. of drinks sold per day 100 – 300	Gross Profit	£200 - £600
Average no. of shots sold per day 20 – 30	“ “	£11.40 - £17.10
Average no. of Juice in a bar sold 30 – 40	“ “	£19.20 - £25.60
	“ “	£230.60 - £642.70

Gross Annual part time profit £25,827.20 - £71,982.40

Q. How soon can I get into business?

A. Below you will find the steps that outline the process of getting you into business.

Juicy Steps to becoming a Juice Master Mobile Franchisee



Step 1.

Fill in the franchise application form and return to Juicy HQ



Step 2.

Following the approval of your application, we will invite you along to view the van (or attend an exploration day) and get all of your questions answered



Step 3.

Once you have seen the van we will supply you with a simple franchise agreement that you will need to return with a £500 deposit against your franchise fee. Please note your franchise agreement will not start until you collect the van.



Step 4.

Visit the workshop and decide on the full specification of your van and apply for finance if needed.



Step 5.

Once the have agreed on your van specification, an initial deposit of 20% will be payable to ensure the van importing and manufacturing process can commence.



Step 6.

As soon as the van is ready (approx 8 – 12 weeks from the initial order being placed) and all payments cleared, we will arrange for training and collection of your van.



Step 7.

Drive away in your new juicy van and begin your juicy business!