



Introducing Pure Nectar Juice

PURE NECTAR GLOBAL L.L.C. FZ

PureNectarJuice.com





Mr. Harish Babla
Managing Director & CEO
Pure Nectar Global

You found us at the **RIGHT** Time

Everyday people are searching to balance a busy life with a healthy lifestyle

The pandemic of 2019 has focused consumers on the importance of eating healthy and building a strong immunity.

For the past 25 years, our mission at Pure Nectar has been to develop products for a healthy lifestyle.

The time is now to bring **PURE NECTAR** to your community

- Large & fast growing market for healthy products
- Extensive line of healthy and delicious products available without additives or preservatives
- Simple yet powerful business model to help you achieve your goals and ambitions
- Experienced Franchiser by your side
- Powerful technology created to efficiently operate the **PURE NECTAR** business.





**Learn More About
How We Do Business**

Who We Are

A New Generation Juice Business

Led by Mr. Harish Babla, Managing Director & CEO of Pure Nectar Global (PNG) headquartered in the UAE, Pure Nectar was founded in 1993 by Dr. Alan Escalona with a mission to promote a healthy lifestyle. Today, it proudly stands as the largest cold-pressed juice company in the Philippines.

With over four decades of experience in franchising, Mr. Babla is deeply committed to growing the brand internationally and ensuring the prosperity and success of franchisees.

At Pure Nectar, we believe that businesses can grow and flourish while making the world a better place. We're on a mission to provide **NOURISHMENT FOR A HAPPIER YOU**—and we think it's time for you to get in on the fun.



Our Values

A Good Business Doing Good

At Pure Nectar, we are committed to being good citizens of the business community and the world. We make healthy products locally, sourcing from farmers in the community, foster entrepreneurship, providing jobs, supporting artists, and using eco-friendly practices with reusable bottles and natural packaging.

Together, our franchisees make a positive impact on people's lives in their communities.

We are guided by our Code of Conduct based on the values of Quality, Excellence, Integrity, Customer First, & Teamwork.



**Why is this time for
Pure Nectar?**



**Health
is a major
concern
globally**

Concerning Data

- 39% Adults worldwide are **overweight or obese**
- 540 million suffer from **diabetes**
- 17.9 million annual deaths due to **cardio vascular** diseases
- 1 in 6 have **auto immune** diseases

Sources: WHO.int, OurWorldData.Org, IDF.org

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A photograph of a Pure Nectar cold-pressed juice bottle and its packaging. The bottle is green and contains a green juice. The packaging is white with the Pure Nectar logo and the text "COLD-PRESSED JUICE". The background is a white surface with various fresh fruits and vegetables, including kiwi, cucumber, orange, and carrot.

Pure Nectar
COLD-PRESSED JUICE



What are the current lifestyle trends?

Current Trends

Busy Lifestyle

Today's lifestyle leads to people not eating right or at the right time. A large portion of the diet has become processed foods devoid of any nutrients.

Fruits & Vegetables Not Consumed

Health professionals recommend 5 servings of fruits & vegetables daily. Today, only 33% of daily allowance of fruits and 27% of daily allowance of vegetables are being consumed.

Toxic Food Supply

GMO's and desire for greater yields has led to an increased use of pesticides and other chemicals in our food supply.

Chronic Diseases

Numerous studies have linked what we eat to chronic diseases. It is critical that consumers are given easy options to adapt to a healthy lifestyle.



Today's Consumers

Consumers are demanding **tasty, healthy** and **clean** eating. They carefully scrutinize ingredients and are willing to pay more for healthy products.

Perfect for the Pure Nectar Juice business.



What is the Pure Nectar franchise offering?

PURE NECTAR AREA DEVELOPER FRANCHISE

You open 1 Juice Bar plus a Juicery to make the products. You or other franchisees open additional Juice Bars in the city, all supported by your Juicery.



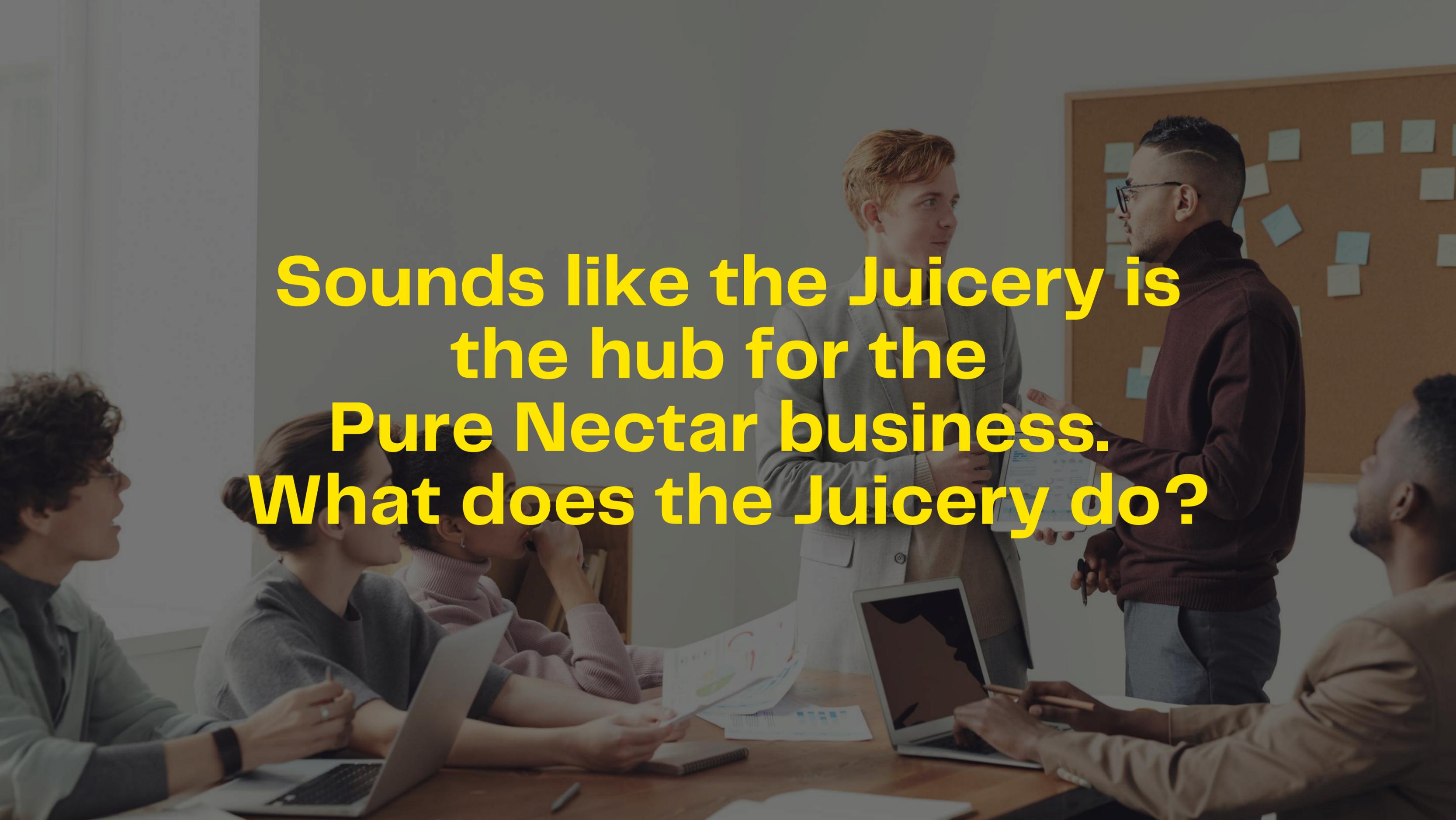
Juice Bar Beverages & Food

The ultimate customer experience delights the tastebuds and indulges the senses.

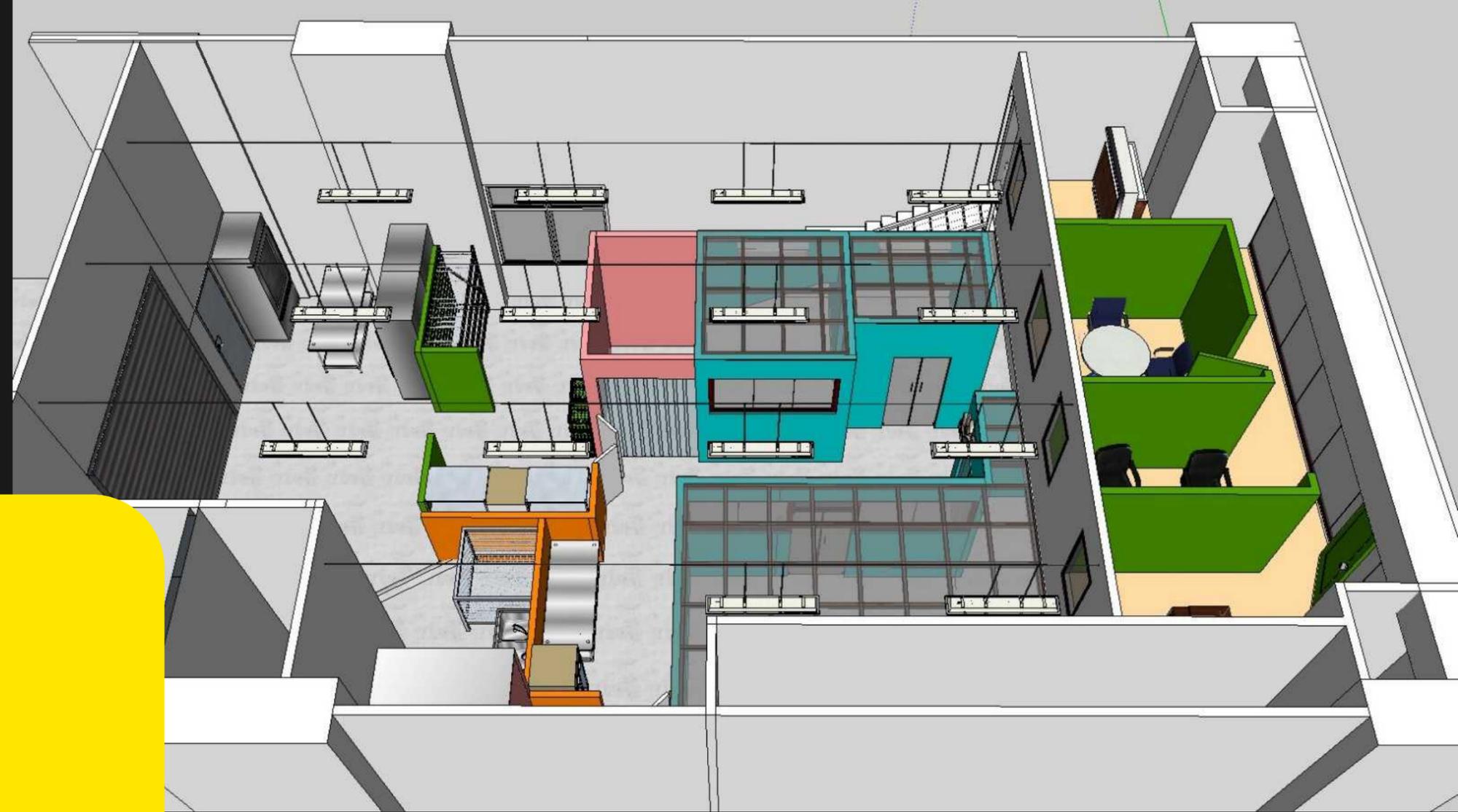


Juicery

Think of a Juicery as a Central Kitchen or Production Facility where the magic happens.



**Sounds like the Juicery is
the hub for the
Pure Nectar business.
What does the Juicery do?**



Juicery

Produces all the delicious Pure Nectar Juice products from locally sourced fruits, vegetables, roots and herbs.

Plus, raw materials required for the Juice Bars are prepped here.

JUICERY REQUIREMENTS

Size: 150 sq. meters of industrial or food zone space.

Employees: A Production Manager and 3 Juicing Staff.

Standards: International Standards of HACCP to ensure health, hygiene and sanitation .



What are the products produced by the Juicery?

PURE NECTAR PRODUCTS

All produced at the Juicery

- 70+ juice products
- Locally made
- Perfectly formulated for health & taste
- NO preservatives
- NO additives
- NO added sugars



Product Categories

NOURISHMENT FOR A HAPPIER YOU



100% Cold Pressed

Maximum Nutrition

14,000 pounds of pressure is applied to squeeze out all the goodness of fruits, vegetables & herbs.



Blends

Maximum Fibre

Using Rapid Blending Technology, we retain the fibre in these delicious blended juices.



Yogurt Blends

A Healthy Smoothie

Non-fat yogurt mixed with juices creates a healthy smoothie to delight your taste buds.

Product Categories

NOURISHMENT FOR A HAPPIER YOU



Cold Brew Green Tea
Refreshingly Good

Soaked for many hours to bring out the goodness of Green Tea and mixed with different juices for great taste



Cashew Nut Milk
Deliciously Perfect

Perfect for lactose intolerant, Vegans and all those that want to enjoy a delicious and creamy drink



Juice Cleanses
Formulated for Detoxification

1, 2 and 3 day cleanses based on Naturopathic, Eastern Medicine and Guidelines from the American Heart Association

Sample Menu



COLD-PRESSED

Squeezing all the available nutrients in fruits and vegetables with 14 tons of pressure to give you an amazing tasting juice that instantly does wonders to your body.

Pineapple Cane

Pineapple + Cane

Apple Carrot

Red Apple + Carrot

Lemon Zing

Lemon + Ginger + Cane

Olympian

Pineapple + Red Apple + Red Beet

Cold Defender

Pineapple + Carrot + Orange

Grapefruit Orange

Pink Grapefruit + Orange + Ginger

Mighty Moringa

Pineapple + Green Apple + Honey + Moringa

Iron Kale

Red Apple + Kale + Lemon + Ginger

Moringa Magic

Cucumber + Green Apple + Celery + Moringa

Alka Boost

Cucumber + Pineapple + Cane + Red Apple + Spinach + Kale

Restore & Renew

Cucumber + Cane + Orange + Lemon + Celery + Basil + Turmeric

Green Supreme

Cucumber + Red Apple + Celery + Romaine Lettuce + Spinach + Basil + Calamansi + Green Bell Pepper + Parsley + Ginger

BLENDS

Deliciousness packed with potent nutrients, high fiber and natural cane juice for sweetness. How can you go wrong with so many flavours to tickle your tongue?

Mango

Mango

Green Mango

Green Mango + Cane

Berry Passion

Passion Fruit + Strawberry + Cane

Pomegranate Berries

Pomegranate + Strawberry + Raspberry + Blueberry

Coco Melon

Cane + Cantaloupe + Coconut Meat

Tropical Fuel

Coconut Water + Pineapple + Orange + Red Apple + Banana

Mega Omega

Pineapple + Mango + Cane + Banana + Red Apple + Kiwi + Kale + Spinach

Grapefruit Bliss

Pink Grapefruit + Orange + Red Apple + Mango + Banana + Lemongrass + Turmeric + Cane

COLD BREW GREEN TEA

We take green tea and cold-brew it for hours to create perfection and then add fresh juice for added oomph! Refreshing and tasty.

Lemon Zing Tea

Lemon + Ginger + Green Tea + Cane

Pomegranate Tea

Pomegranate + Green Tea + Cane

Passionate Tea

Passion Fruit + Green Tea + Cane

LOW FAT YOGURT BLENDS

Fresh, sugar-free, low fat yogurt mixed with fruit juices for smoothie-like drinks that will leave you oh so satisfied.

Mango Yogurt

Mango + Yogurt + Cane

Strawberry Banana Yogurt

Strawberry + Banana + Yogurt + Cane

Pomegranate Yogurt

Pomegranate + Yogurt + Cane

Pumpkin Yogurt

Pumpkin + Yogurt + Cane

CASHEW NUT MYLKS

No more cow's milk needed with our cashew Mylk mixed with a little honey. Taking it up a notch to mix with cold-brewed coffee, cacao nibs, fresh strawberries and more to satisfy every taste.

Cashew Nut Mylk

Cashews + Honey

Cold Brew Cashew Nut Latte

Cashews + Cold Brew Coffee + Honey

Strawberry Cashew Nut Mylk

Strawberry + Banana + Cashews + Honey

Choco Cashew Nut Mylk

Raw Cacao Nibs + Cashews + Honey

Cashew Kick

Banana + Cashews + Honey + Cayenne Pepper

Imperial Cashew

Banana + Cashews + Honey + Turmeric + Mint

CLEANSERS

Rest your body, cleanse it of toxins and rejuvenate yourself with our delicious cleanse packs.

1-Day Cellular Renewal Cleanse

2-Day Liquid Burn Cleanse

3-Day Antioxidant Cleanse

Order online today for NEXT DAY delivery



**Does the Juicery make
products exclusively for
Juice Bars?**

Although the primary focus are Juice Bars, the Juicery has additional channels of sales and distribution making it a stand alone profit center.

Juicery Sales Channels

01

Juice Bars

The Juicery supplies all products to **PURE NECTAR** Juice Bars, starting with your 1st one.

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02

Pure Nectar Website

You will be taking customer orders on the website provided to you. All orders are received at the Juicery and delivery is made the next day to the customer's home or office

03

Distribution Points

The Juicery supplies to 3rd party Distribution Points such as cafes, convenience stores, gyms, restaurants, hospitals, schools and hotels. A Super Cooling Refrigerator is placed at each Distribution Point to ensure freshness of the products



What is the Juice Bar concept?

Juice Bar

An inviting retail cafe where guests enjoy fresh fare with the ultimate in customer service experience.

The Juice Bar has a central ordering and assembly station that serves as the hub of activity surrounded by seating that reflects the local culture.

A creative menu that goes beyond juices and features fresh cuisine.

It's a community hub and gathering place featuring daily entertainment activities.

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JUICE BAR REQUIREMENTS

Size: 50 – 80 sq. meters in prominent high traffic location.

Employees: 4+ Juicing Specialists to serve guests.

Juice Bar Guest Experience

Intentional hospitality is foundation of the guest experience.

01

Ambience

Walk into the Juice Bar and you are transported to another place and time invoking memories of local heritage.

Be it the seating that is made by local artisans or artists from the community whose master pieces adorn the walls, the imagery creates an immediate impact.

02

Unique menu

In addition to the full complement of Pure Nectar Juices, Juices with a Twist and Fruits and Sauces add a whole new dimension to the sensory experience.

40+ menu items for customers to enjoy the Pure Nectar experience at the Juice Bar.

03

Activities

Activities to enhance the customer experience.

A local band providing entertainment in the evening, Family game night, Date Night for couples or learning activities for children add to the reason why customers want to spend more time at Pure Nectar Juice Bar.



**Are the Juice Bars only
selling juices?**



It's more than just juice.

Juice Bar Beverages



Twisters

(Passion Tropical Ice, Bubbly Grapefruit Orange, Pineapple Berry, Olympian Club, Sugar Cane Zing)



Mojitos

(Strawberry, Green Mango, Passion, Pineapple)



Shots

(Detox, Lemon Keffir, Celery, Iron Kale, Green Supreme)



Hot & Cold Coffee & Teas

All beverages are Non-Alcoholic





Juice Bar Food Offerings



Fruits & Sauces

(Mango Chocolate Drizzle, Nutty Apple, Hot & Spicy Guava)



Salads

(Cucumber Caprese, Avocado Kale, Ultimate Spinach)



Tapas Rounds on Baguette

(Brie Walnut, Avocado Tomato, Goat Cheese Spicy)



Wraps in Lettuce

(House Wrap, Paradise Wrap, Farmers Wrap)



Sharing Platters

(Fresh Fruit & Cheese, Fruit & Chocolate, Hot & Spicy)

All food items are Vegetarian

Special Sauces made fresh at the Juicery



Sample Menu

Pure Nectar Juices

Extensive selection of year round and seasonal juices

- Coconut
- Cold Pressed
- Rapid Blended
- Yogurt Blends
- Cashew Nut Mylk
- Cold Brew Green Tea

Twisters

We bring a sense of adventure by taking some of our popular Pure Nectar Juices and adding a twist to create a feast for your eyes and your palette – delighting your taste buds and exciting your social media feed.

- Lemon Olympian Ice
- Passion Tropical Ice
- Coco Berry Ice
- Bubbly Lemon Zing
- Bubbly Pure Orange
- Bubbly Orange Passion
- Bubbly Grapefruit Orange
- Lemon Berry
- Citrus Berry
- Pineapple Berry
- Orange Berry
- Olympian Club
- Orange Club
- Sugar Cane Zing

Mojitos

Our line of signature drinks inspired by the popular mojito. The right amount of lemon and mint cold pressed and mixed with Pure Nectar fresh juice and lightly muddled with fresh fruit and more mint, then poured over ice will ignite your taste buds. We know that once you try one, you will be asking for a second.

- House Mojito
- Pineapple Mojito
- Green Mango Mojito
- Passion Mojito
- Strawberry Mojito

Shots

Small but powerful, our shots provide a burst of energy followed by a spicy bite. Mix and match shots for added fun.

- Detox Fuel Shot
- Lemon Kefir Shot
- Celery Shot
- Iron Kale Shot
- Green Supreme Shot

Fruit Bars

Our refreshing frozen treats are made with our Pure Nectar juices with chunks of fresh fruit. These treats are perfect for both children and adults, any day of the week. We believe that on a lazy weekend afternoon, one of our Fruit Bars is just the perfect treat or a great pick-up during work on a weekday afternoon.

- Mango Fruit Bars
- Strawberry Banana Fruit Bar

Fruits & Sauces

We have taken favourite fruits and veggies and paired them with our delicious homemade and fresh sauces for a perfect combination. We know that guests want a little adventure, so we have added a sampling of different tantalizing sauce on the plate.

- Strawberry Chocolate Drizzle
- Mango Chocolate Drizzle
- Banana Chocolate Drizzle
- Banana Split
- Pineapple Chocolate Drizzle
- Nutty Apple
- Nutty Celery
- Nutty Carrot
- Hot & Spicy Guava
- Hot & Spicy Mango
- Hot & Spicy Cucumber
- Watermelon Scoops



Our **Sauces** are created with only great taste in mind, made fresh with healthy ingredients. Our delightful sauces awaken your taste buds to the different tastes that are brought forth leaving you smacking your lips and craving for more.

Rich Chocolate

Made with cashew nuts, honey, cacao nibs to create a sweet, chocolaty taste.

Sweet & Nutty

Made with cashew nuts, honey and beetroot to create a sweet and cashew taste

Hot & Spicy

Made with cashew nuts, chilli and tad of salt for a spicy taste

Sweet & Sour

Made with pineapple, mango, passion fruit, lemon and ginger for an aromatic freshness and the perfect sweet and sour taste

Light & Fresh

Made with low fat yogurt, cashew nut, lemon, ginger, parsley, basil and mint bringing forth the freshness from the garden

Rounds

A baguette round slice serves as a base and is topped with cheese and piled with different vegetables and of course infused with one of our great tasting sauces or sometimes just with the simplicity of high quality olive oil and balsamic vinegar, making a perfect bite any time of the day.

- Brie Walnut Rounds
- Goat Cheese Spicy Rounds
- Mozzarella Tomato Rounds
- Avocado Tomato Rounds

Wraps

We see the wrap as 'comfort food'. A sandwich without the carbs. We chop the fresh ingredients, toss them well with one of our unique sauces and wrap them in a lettuce leaf to create the perfect snack.

- House Wraps
- Farmer's Wraps
- Paradise Wraps

Platters

Perfect for sharing, our platters are created for different tastes and preferences. Fresh fruits, fresh veggies, dried fruits, nuts and cheese are combined on the platter and served with our special sauces to complement the tastes.

- Fruit & Chocolate Platter
- Light & Fresh Platter
- Hot & Spicy Platter
- Dried Fruits & Nuts Platter
- Fresh Fruit & Cheese Platter
- Dried Fruit & Cheese Platter

Salads

A bottle of Pure Nectar juice combined with a fresh salad makes a great meal. Our salads are created with a balance for health and nutrition and makes a satisfying meal. We begin preparing your salad only after the order has been placed.

- Apples with a Twist
- Cucumber Caprese Salad
- Hearty Garden Salad
- Avocado Kale Salad
- Ultimate Spinach Salad



Is the Juice Bar limited to selling on at the location?

Although a majority of the sales will be at the retail location, the Juice Bar has other ways to sell.

Juice Bar Sales Channels

01

Dine In or Take Away

Customers can come order and pick up the juices to take home or to the office.

Having a meeting or taking some time to relax and enjoy the juices in a comfortable environment may be just the thing to do.

02

Food Delivery Services

The explosion of food delivery services gives Pure Nectar the advantage to get the products sold via multiple channels and delivered rapidly to the customer for convenience.

03

Community Events

Attend and enhance the numerous events around the community where Pure Nectar provides the healthy, tasty and refreshing products.



**How can I expand my
business?**

Multiple Ways to Grow



A Juicery and a Juice Bar is just the starting point

When you're ready, we make it easy for you to expand by opening more Juice Bars in your city supported by the same Juicery for greater efficiency and profitability.

Plus you can open unlimited number of Distribution Points in the city.

What is the investment?

A group of business professionals in a meeting. Two men stand in the center, one holding a tablet displaying charts. Three women and one man are seated around a table with laptops and documents, looking towards the standing men. A corkboard with sticky notes is visible in the background.

Area Developer Investment Summary

Exclusive franchise for the city which includes Juicery & 1 Juice Bar

US\$200,000-US\$225,000

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Estimated Operating Profit & ROI



Return on Investment

Approximately 2 Years



Operating Profit

30%+



Time for Operating Profit

2-4 Months



Monthly Fees

For support and technology provided on an on-going basis

- **Royalty**
6% of Gross Sales at Juicery & Juice Bar
- **SMART Technology Portal Fee**
Juicery: US\$250
Juice Bar: US\$350
- **Marketing Fee**
Juicery: US\$150
Juice Bar: US\$250



**What support does
Pure Nectar provide?**



Support

For your growth & success

Proactive support from A to Z ensuring your success from before you even open, your launch, on going and expansion.

SMART Technology Portal

Powerful integrated technology for rapid decision making

Automates business processes for efficient management of sales, production, pricing, employees and finance.



Pre-Opening Support

3-4 Months post signing of the Franchise Agreement

Site Selection & Development

We guide you in finding and negotiating for the proper locations for the Juicery and the Juice Bar. You will hire a local designer and contractor to do the design and renovations for both places subject to our criteria and approvals.

Equipment Ordering

Once the Juicery and Juice Bar locations are finalised, we provide you with the Equipment Ordering Guide so that you can order the required equipment and supplies from our approved suppliers.

Employee Hiring

The hiring of the Production Manager, Juicing Staff and Juicing Specialists is critical and our HR Manual will guide you through the hiring process and the criteria of the the different roles.

SMART Technology Portal Set-Up

The powerful technology used in the Pure Nectar business needs customisation for your location. Salesforce, website, Point of Sale, Accounting and Social Media pages are just some of the items we prepare for your opening.

Training

Our training is comprehensive and intensive preparing you to run the Pure Nectar Juicery and Juice Bar.

- 5 days Management & Sales
- 6 days Operations
- 3 days Juice Bar

Post-Opening Support

R&D, Product Development and ways to keep the **PURE NECTAR** business leading edge are areas we are constantly working on for the benefit of all Franchisees.

We provide unlimited coaching and support to you.

Some of our key support areas provided to you on an on-going basis.



Help Desk

The SMART Technology Portal contains a 24-hour Help Desk for your enquiries. Once you submit a ticket, one of our team members will respond to your request

Monthly Calls

Twice a month we have a scheduled call to discuss your business, focused on Sales & Marketing and Operations respectively

Training

Web based training sessions are held regularly to keep you and your team up-to-date and engaged

Marketing

Marketing is a critical component for the success of the business.

Marketing materials are prepared in English and provided to you.

We also work closely with a local digital marketing company hired by you

SMART Business Review

Our objective is to help you grow your sales and the profitability of your business.

Our SMART Business Review is done on site with you and takes a 360 degree view of the business for performance improvement

LAUNCH WEEK

7 Days of Fun Activities



**Is this the right business
for me?**



Do you have what it takes to be a PURE NECTAR Franchisee?



Can You See the Potential?

PURE NECTAR has a unique approach to the market with healthy lifestyle products.



Are We Aligned in our Values?

Our values and culture define our franchise and guide all members toward doing business in a certain way.



Do You Have the Franchise Mindset?

Follow our detailed system for success. Focus on growing the business, developing employees, delivering high quality and ensuring excellence.



Are You Comfortable with the Investment?

An investment of US\$200,000-US\$225,000 is required to set-up the business.



**Okay, I like what I see and hear.
What are the next steps?**



Take the 1st step and Begin your Pure Nectar Journey

1

Complete the Confidential Profile

The profile gives us your background, financial qualification and begins the process of acquiring the franchise. Click to complete the [Profile](#)

2

Discussions

Let's get all your questions answered so that you have a solid understanding of the business.

3

Sign the Term Sheet and Letter of Intent

The financial terms for your franchise are drawn up. The Letter of Intent (LOI) and your deposit bring you closer to the Franchise Agreement.

4

Sign the Franchise Agreement

After 2-4 weeks of the LOI, you will sign the Franchise Agreement and we start work on opening up your Pure Nectar business.



We hope you are as excited about the PURE NECTAR JUICE Franchise as we are. It is time to take the 1st step of completing the **Confidential Profile** and starting discussions to bring PURE NECTAR to your City. We look forward to welcoming you into the Pure Nectar family very soon.

PURE NECTAR SOCIAL MEDIA

Website

The **PURE NECTAR** Corporate website promotes franchising and becomes a gateway for customers to find local websites of our franchisees in every City.

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GLOBAL**



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Contact Us

We would love to hear from you to bring **PURE NECTAR** to your City

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PURE NECTAR JUICE

Join us for an incredible journey ahead
A GOOD Business Doing GOOD

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