

CLEAN JUICE™ OVERVIEW

FRANCHISE OVERVIEW DOCUMENT



DISCLAIMER

FRANCHISE SALES SOLICITATION DISCLAIMER:

This information is not intended as an offer to sell or the solicitation of an offering to buy a franchise. It is for information purposes only. If you are a resident of a U.S. state or country or want to open a franchise in a U.S. state or country that regulates the offer or sale of franchises or business opportunities, we will not offer you a franchise until we have complied with any applicable pre-sale registration and disclosure requirements in your jurisdiction. Contact CJ Fresh Holdings FC, LLC, located at 14860 Montfort Drive, Suite 150 PMB 34, Dallas, TX 75254 to request a copy of their Franchise Disclosure Document (FDD). RESIDENTS OF NEW YORK: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the New York Department of Law.

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ABOUT US

CURRENT
FRANCHISES

78

“We need sound bodies so we
can develop sound mind.”

- B.K.S IYENGAR

RAPIDLY EXPANDING
CERTIFIED ORGANIC
JUICE BAR FRANCHISE

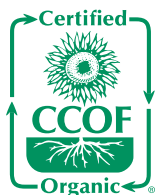


Clean Juice® believes in maintaining the integrity of our product craftsmanship (or excellence), especially as our business grows. Currently, we are the only USDA Certified Organic juice bar franchise in the USA. We use only high quality fresh and certified organic ingredients. Our bottled juices are made with the finest cold-press technology to ensure our guests receive the maximum nutritional value. Our carefully crafted cleanse programs give our clientele the opportunity to purify the body with products they can trust. Above all, guest experience and peak satisfaction ratings are our top priority.

ABOUT US

We are committed to serving our guests organic products that are free of chemicals, fungicides, soil fumigants, and pesticides commonly found in conventional produce. We strive to work with the cleanest and safest ingredients to maximize nutrition and protect customer health. Our stores are USDA certified organic juice bars. Great health is great business, and now is your chance to become an integral part of the skyrocketing health and wellness market.

The core beliefs of our company come down to the simple but powerful benefits of juicing, the importance of organic produce, and a belief that all communities can benefit from having their own local Clean Juice®.



ABOUT US

Clean Juice® was founded in 2014 by husband and wife, Landon and Kat Eckles. Their first location was in Huntersville, North Carolina in June 2015. In May 2024, CJ Fresh Holdings, LLC acquired the assets of the Clean Juice® franchise business from the Eckles.

WHY ORGANIC?

Eating organic is eating the way nature intended it. Organic foods are free from harmful and potentially toxic chemicals, pesticides and contaminated soil that are used in conventional farming. Produce, in particular, is one of the most negatively affected food groups in conventional farming practices. Clean Juice® is committed to maintaining the integrity and wholesomeness of our ingredients and educating our customers about the benefits of eating organic and clean.

MAKING ORGANIC EASY

ABOUT US

WHY CERTIFIED ORGANIC?



But Clean Juice doesn't just offer organic menu items. We are proud to be a certified organic juice bar! We are amongst a handful of certified organic beverage retail operations in the country and are the only certified organic franchise.

Why does being certified organic matter? It creates distance and a defensible position. It is a key point of differentiation in a crowded juice bar space. Being a certified organic business means that food or agriculture has been produced according to the USDA Organic Production and Handling Standards. These standards require operations to use practices that cycle resources, conserve biodiversity and preserve ecological balance. Here are some key points about organic certification:

- 1. Protected By Law:** The USDA Organic seal is the only government backed marketing claim for organic food in the United States. Only foods produced according to these standards can display the USDA Organic seal.
- 2. Inspected By Experts:** Organic farms and businesses, like ours, undergo annual inspections by USDA accredited certifiers to verify compliance with organic standards.
- 3. Traced From Farm To Store:** The Strengthening Organic Enforcement Rule enhances the USDA's ability to oversee and enforce these standards to ensure that products can be traced from the store back to the farm.

MAKING ORGANIC EASY

FORMER RECOGNITION*



FRANCHISE TIMES TOP 400
#387 IN EXCLUSIVE RANKING
OF LARGEST U.S.-BASED
FRANCHISE SYSTEMS BY
SYSTEMWIDE SALES



TOP 500
RESTAURANT CHAIN
RANKED #421 ON THE BEST OF
THE 2022 FRANCHISE LIST



**FAST CASUAL'S TOP MOVERS
& SHAKERS**
#33 - ANNUAL LIST RECOGNIZES
BRANDS AND LEADERS FOR THEIR
CONTRIBUTIONS TO THE GROWTH
OF THE FAST CASUAL SEGMENT



**#154 ENTREPRENEUR
MAGAZINE'S FRANCHISE 500® &
#7 BEST OF THE BEST BRANDS IN
2021**



FRANCHISE TIMES RANKS THE SMARTEST-GROWING BRANDS
**Franchise Times Names 40 Smartest-
Growing Franchises**
**FRANCHISE TIMES FAST &
SERIOUS**
#23 - LIST OF 40 SMARTEST
-GROWING FRANCHISES



**#1 FASTEST GROWING &
#18 TOP EMERGING
FRANCHISES**
BY FRANCHISE GATOR IN 2021



**INC. 5000 FASTEST GROWING
PRIVATE COMPANIES**
FOUR CONSECUTIVE YEARS:
2019, 2020, 2021 & 2022



TOP FRANCHISE FOR WOMEN
**2021 FRANCHISE BUSINESS
REVIEW**

* Above recognition and awards of former franchisor entity.

THE TEAM

SHERIF MITYAS
CHIEF EXECUTIVE OFFICER

RICK BROWN
CHIEF FINANCIAL OFFICER

MARIA ANGLES
VP, SUPPLY CHAIN

DAWN PETITE
PRESIDENT

ROBERTO DE ANGELIS
CHIEF EXPERIENCE/
DEVELOPMENT OFFICER

DEREK LINDERS
VP, TECHNOLOGY

MITZI BROWN
CHIEF LEGAL OFFICER

LAUREN LUMBLEY
VP, MARKETING

KIMBERLY OTTE
VP, OPERATIONS

COMPANY GROWTH

After opening the flagship store in Huntersville, NC in June 2015. Clean Juice® is now located in 19 states with more than 78+ open stores with 10+ in development.



MORE THAN JUST JUICE



CERTIFIED USDA ORGANIC MENU

FRESH JUICES

SMOOTHIES

AÇAÍ BOWLS

COLD-PRESSED JUICE

CLEANSERS



OTHER FRESH MENU ITEMS

TOASTS

SANDWICHES

WRAPS

SEASONAL ITEMS

& KIDS MENU



SINGLE FRANCHISE STORE QUALIFICATIONS

TRADITIONAL STOREFRONT FOR A 10-YEAR TERM

- 600 - 1000 sq ft
- \$30,000 Initial franchise fee for traditional locations
- 6% Royalty
- Up to 3% Marketing Allocation
- \$5,000 New Store Opening Marketing Fee

NON-TRADITIONAL STOREFRONT FOR A 5-YEAR TERM

- 300 to 600 sq ft
- \$15,000 Initial franchise fee for traditional locations
- 6% Royalty
- 1% Marketing Allocation
- \$5,000 New Store Opening Marketing Fee

\$125,000 LIQUID CAPITAL AND MINIMUM OF \$500,000 NET WORTH REQUIREMENT

CERTAIN ADDITIONAL TERMS AND CONDITIONS APPLY. SEE THE 2024 CLEAN JUICE® FDD FOR FULL TERMS AND CONDITIONS FOR ALL FRANCHISE INCENTIVE OFFERS.



2024 INCENTIVES FOR SINGLE UNIT DEVELOPMENT

EARLY FRANCHISE INCENTIVE PROGRAM

Reduced First Year Royalties. In addition, for the first ten (10) Franchise Agreements that are signed in 2024, if you open your Store within one (1) year of signing, the Royalty Fee will be waived for the first six (6) accounting periods and will be reduced to 3% for the next six (6) accounting periods (total of one (1) year).

MILITARY VETERAN DISCOUNT

The military veteran's discount is available to veterans who have received a discharge (other than dishonorable) as well as any active-duty personnel. If the franchisee is a corporation, limited liability company, or other legal entity, the veteran participant must maintain at least 51% ownership interest in the entity to qualify for this discount. To apply for the discount, you must provide us a copy of form DD-214, reflecting your military status, before the Franchise Agreement is signed. The military veteran's program discounts the initial franchise fee by 50% on your first store.

CERTAIN ADDITIONAL TERMS AND CONDITIONS APPLY. SEE THE 2024 CLEAN JUICE® FDD FOR FULL TERMS AND CONDITIONS FOR ALL FRANCHISE INCENTIVE OFFERS.



2024 INCENTIVES FOR MULTI-UNIT DEVELOPMENT

If you are acquiring multi-unit development rights, we require you to commit to develop a minimum of two Clean Juice® stores.

- You will sign our Store Development Agreement and pay us a development fee at signing equal to the sum of initial franchise fees that correspond to the proposed development.

- For the first Store, the initial franchisee will be the full price (i.e., \$30,000 for a Traditional Store or \$15,000 for a Non-Traditional Store); however, for each additional Store to be developed under the Store Development Agreement, the initial franchise fee will be reduced by 50% (i.e., \$15,000 for a Traditional Store or \$7,500 for a Non-Traditional Store).

- For example, if you commit to develop two CLEAN JUICE® Traditional Stores, the development fee would be \$45,000 ($\$30,000 + \$15,000 = \$45,000$). If you are developing four CLEAN JUICE® Traditional Stores, the development fee would be \$75,000 ($\$30,000 + (\$15,000 \times 3) = \$75,000$).

- If you are a military veteran, the initial franchise fee for your first store will be reduced by 50%!

- Plus, if you are one of the first ten (10) Franchise Agreements signed in 2024, you will receive reduced royalties for the first year of operation on the first Store under your development agreement if you open your Store within one year of signing your Franchise Agreement.

CERTAIN ADDITIONAL TERMS AND CONDITIONS APPLY. SEE THE 2024 CLEAN JUICE FDD FOR FULL TERMS AND CONDITIONS FOR ALL FRANCHISE INCENTIVE OFFERS.



TYPICAL UNIT OPERATION

STORE HOURS

M-F 7 AM - 8 PM

SAT 8 AM - 8 PM

SUN 9 AM - 6 PM

TOTAL ROSTER

1 Store Leader

3-5 Shift Leaders

10 + Juiceristas



MICHELLE BENOIT
FRANCHISEE,
CLEAN JUICE® CONCORD MILLS

MODERN STORE DESIGN

LIGHT



MODERN STORE DESIGN

DARK



STORE FRONT



IN BUSINESS FOR YOURSELF, NOT BY YOURSELF

CLEAN JUICE® WILL ASSIST IN:

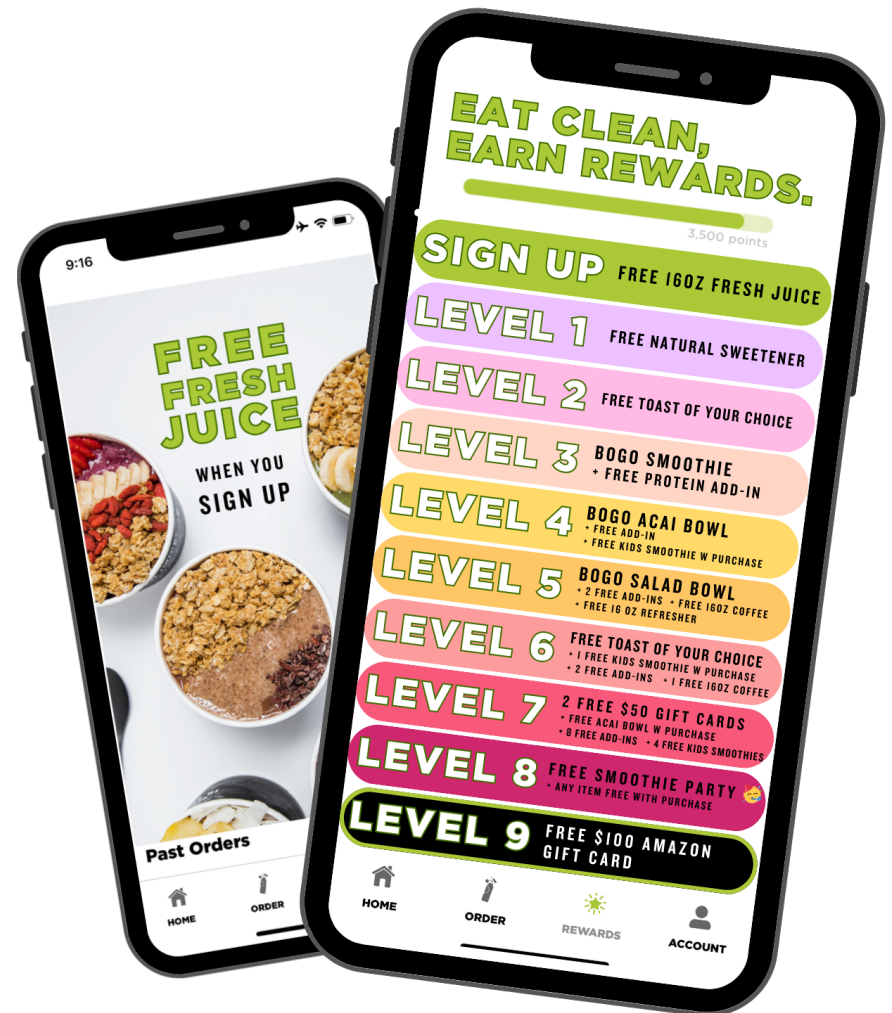
- ✓ COMPREHENSIVE SITE SELECTION, STORE DESIGN AND VENDOR SUPPORT
- ✓ ONGOING OPERATIONS SUPPORT AND QUALITY ASSURANCE VISITS
- ✓ PROFESSIONAL MARKETING SUPPORT
- ✓ ON LOCATION TRAINING
- ✓ ONGOING PRODUCT AND MENU DEVELOPMENT

CLEAN JUICE™



fierce brand loyalty

The Clean Juice® Marketing Team is focused on building brand awareness by strengthening our presence across all marketing touch points. We do that by leveraging the power of social media, local search engine optimization (SEO), Google and other digital marketing strategies and ensuring consistent brand recognition across all markets. Our Clean Juice® loyalty app, with over 600k downloads, is a testament to our commitment to growth and engagement and we are just getting started! We also provide an annual calendar of marketing promotions designed to increase store traffic and sales volumes. We work with our franchisees on turnkey local marketing promotions as well and provide our franchisees access to a local store marketing library and toolbox to assist them with boosting and promoting their Clean Juice® store in their community.



#MAKINGORGANICEASY



FRANCHISE

WHAT DOES CLEAN JUICE® LOOK FOR WHEN CONSIDERING A FUTURE FRANCHISEE?

- 📌 Entrepreneurial spirit
- 📌 Proven business leader
- 📌 Dedication to your business | Local community presence

QUALIFIED CANDIDATES SHOULD HAVE THE FOLLOWING ATTRIBUTES:

- 📌 Strong passion for Clean Juice® & an organic lifestyle
- 📌 Demonstrates & embodies core values
- 📌 Strong & proven guest experience skills
- 📌 Ability to meet financial requirements
- 📌 To be actively involved with the day-to-day operations & committed to growing your business.

THANK YOU FOR YOUR INTEREST!

**WE CAN'T WAIT TO
SPEAK WITH YOU!**

A member of our team will reach out to you to discuss your future Clean Juice®.



OUR PROCESS FROM HERE



CONNECT

YOU WILL BE INTRODUCED TO AND SPEAK WITH OUR FRANCHISE DEVELOPMENT CONSULTANT. YOU WILL RECEIVE A LINK TO OUR 2024 FDD. YOU WILL NEED TO SIGN AND RETURN THE FDD RECEIPT (ELECTRONICALLY).



COMPLETE

FILL OUT OUR FRANCHISEE APPLICATION AND PROVIDE NECESSARY DOCUMENTATION SUCH AS PROOF OF RESIDENCY AND CITIZENSHIP. YOU WILL BE ASKED TO SIGN A CONSENT FOR US TO COMPLETE BACKGROUND CHECKS.



REVIEW

WE'LL THEN REVIEW WITH YOU OUR 2024 FDD, ANSWER ANY OF YOUR QUESTIONS AND CHAT ABOUT THE REMAINING STEPS IN THE FRANCHISE QUALIFICATION PROCESS.



APPROVE

ONCE OUR FRANCHISE LEADERSHIP TEAM HAS APPROVED YOUR APPLICATION AND WE HAVE ALL NECESSARY LEGAL DOCUMENTS, YOU WILL BE ASKED TO PROVIDE PROOF OF FUNDING FOR THE DEVELOPMENT OF YOUR CLEAN JUICE FRANCHISED STORE.



BECOME

ONCE ALL THE ABOVE HAS BEEN COMPLETED, WE WILL CREATE YOUR FRANCHISE AGREEMENT. ONCE SIGNED, WE WILL WELCOME YOU TO OUR CLEAN JUICE FRANCHISEE FAMILY!

CLEAN JUICE

CLEAN JUICE™



NOW AWARDED
FRANCHISES!
FRANCHISE@CLEANJUICEBAR.COM

605-9
CLEAN JUICE