

Peeled and Pressed Juice and Smoothie Bar Proposal



3210 SITE LOCATION:
2018-2020 RIDGE ROAD HOMEWOOD, IL 60430

PEELED AND PRESSED JUICE AND
SMOOTHIE BAR BY 9INETY 2WO
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GRAPHIC DESIGN • PACKAGING DESIGN • INTERIOR DESIGN

2018-2022 Ridge, Rd. Homewood, IL

Business Summary

Concept and Service Model

Market Analysis

Community Involvement

Sample Menu

Investment Summary

Revenue Projections

Business Summary

- Peeled and Pressed will be the third business endeavor by Ninety Two Minerals LLC. A juice and smoothie bar serving Acai bowls, and a fresh salad bar. The vision for Peeled and Pressed is a welcoming bright casual café with lots of greenery for a clean fresh and minimalistic aesthetic.
- Lots of seating, some traditional and some unique seating like swings hanging from the ceiling, and oversized comfy chairs to enjoy a juice and a book in. Guests will be greeted with energy and warmth. The culture at Peeled and Pressed is to be the local café where employees know the names and orders of regular customers.
- The Peeled and Pressed brand will enhance and promote a healthy lifestyle for the community, not only making healthy cool, fun and tasty but also accessible and convenient. Online ordering with curbside delivery will be available to customers. An added convenience especially for those pressed for time in the morning heading to work by car or train.

Concept and Service Model

- Peeled and Pressed will feature the made to order concept, which will be enhanced by the availability to build juices and smoothies. Selecting the type of base for smoothies, like water, almond milk or coconut water will be a standard selection. Adding natural herbs and supplements like turmeric or sea moss will also be an option when ordering beverages. Standard menu items will also be available.
- We anticipate Acai Bowls being a fan favorite! The Acai berry is native to South America and has many health benefits and tastes delicious! A bowl will be served frozen like a sherbet, topped with fresh fruit granola, chia seeds and more.
- A fresh and vibrant salad bar will be designed to complement our array of health-focused beverages. This addition aims to provide a well-rounded nutritious experience for our customers. Additionally, this option sets us apart from competitors.
- A heartier option like Avocado Toast will also be available to customize with various toppings.

- Grab and Go items like overnight oats, healthy popcorn, and granola bars will be available as an accompaniment to a juice or smoothie.

Market Analysis

- Peeled and Pressed will provide Homewood and the Southland community with unparalleled access to 100% all-natural beverages and food items. Peeled and Pressed could be the only stand-alone, all-natural fruit and vegetable juice and smoothie bar east of I-57. We are uniquely positioned to meet the growing demand for healthy, nutritious options. The addition of a fresh salad bar will further expand our offerings, tapping into an untouched market and enhancing the health and wellness landscape of the Homewood community.
- The Homewood Flossmoor area, a community of two villages sharing a high school and park district, has the potential to serve a combined 30,000 residents with a combined median income of \$112,000.
- The community will greatly benefit from having a convenient, healthy dining option available. With the fast-food industry experiencing a 6% decline in sales, it's clear that consumers are becoming increasingly conscious of their dietary choices and prioritizing their well-being. Peeled and Pressed offers a refreshing alternative, catering to the growing demand for nutritious, all-natural food and beverage options.
- Many residents commute to downtown Chicago for work. A healthy breakfast option in the morning would be available for commuters as early as 6am, at a fraction of the downtown price.
- Revenue for 2023 in the Juice and Smoothie bar industry was \$4.0bn, a 1.6% increase in sales from the previous year.
- The Acai berry market was worth \$720 million in 2021 and is estimated to reach close to \$2.1 BILLION by the end of 2025 according to Market Data Forecast. The Acai industry is strong, with projections to grow by 12.6% annually for the next five years.

Community Involvement

- As residents of Homewood, opening a business within the community is exciting and rewarding for us. The goal is not only to make great tasting healthy items accessible, but to also be a source of knowledge for the community. Supporting and sponsoring groups and activities that align with health and wellness will be a continuous practice by Peeled and Pressed.
- The vision for Peeled and Pressed is to not only be a juice and smoothie bar for the community, but also a space where students can study, people can work, or friends catch up over an Acai Bowl. Engaging with and employing the community is a top priority for us.

Sample Menu

PEELED AND PRESSED MENU

JUICE

ORANGE MACHINE \$11
Apple, Carrot, Orange, Ginger

SWEET GREEN \$10
green apple, cucumber, spinach

GREEN GENIUS \$11
spinach, orange, pineapple

DON'T MISS A BEET \$11
beet, apple, carrot, lemon

GARDEN JUICE \$12
Cucumber, kale, celery, lime, ginger

IMMUNITY BOOST \$9
orange, lemon, turmeric, cayenne pepper

SMOOTHIES

8 OZ / 7 12 OZ / 10 16 OZ / 12

BERRY BLISS
Blueberry + Strawberry + Banana

TROPICAL TREAT
Mango, Pineapple, Banana

STRAWBERRY BANANA BLISS
Strawberry and Banana

SWEET SUNRISE
Pineapple, Soursop, Coconut Water

GREEN GIANT
Spinach, Blueberry, Banana

SMOOTHIE BASE
Alkaline Water - Almond Milk -
Coconut Water

ADD INS
Turmeric, Maca, Hemp seeds, Chia Seeds, Sea Moss,
Moringa, Lions Mane Mushroom
Ginseng, Ashwagandha, Elderberry

ACAI BOWL

\$12

BUILD YOUR OWN
Strawberry, Blueberry, Banana, Apple, Chia Seeds, Granola,
Coconut Flakes, Cacao Nibs, Goji Berries, Hemp seeds,
Almond butter, Sun Butter, Almond Butter

SALAD BAR

\$13

PER POUND

AVACADO TOAST

\$15

BUILD YOUR OWN
Tomato, Cilantro, Boiled Egg, Red Onion, Chia Seeds, Feta
Cheese, Balsamic Drizzle

IMMUNITY SHOTS

**Lemon, Ginger Cayenne
Pepper** \$4
Wheatgrass Shot \$4
Ginger Shot \$4

PRE PACKAGED JUICE AND SMOOTHIES

Pre Packaged Juice \$6
Pre Packaged Smoothie \$6

GRAB AND GO'S

Snacks \$4
Overnight Oats \$8
Granola Bars \$4

Investment Summary

Plumbing – \$15,000

Electrical – \$30,000

Gas - \$12,000

Flooring - \$8,000

Framing - \$20,000

Drywall/Paint - \$25,000

Cabinetry/Accents - \$10,000

HVAC- \$20,000

Grease Trap - \$15,000

Exterior Enhancements (Front and Back) - \$25,000

Fire System - \$15,000

Equipment - \$10,000

Furnishings - \$18,000

Initial Inventory - \$10,000

Employee Payroll (3 Months) - \$30,000

Marketing and Advertising - \$5,000

Insurance - \$1,000

Building/Business/Food Permits and Licenses - \$5,000

Cash Reserves - \$50,000

Total - \$324,000

Revenue Projection

- We are projecting sales of \$1.5M in year one, assuming we can serve 30 customers per hour with an average price of \$18-20 per customer.
 - Daily revenue estimate - \$4,800
 - Monthly Revenue – \$124,800
 - Tax Revenue 11% - \$165,000

About the Owner

The owner of 9inety 2wo Minerals, and driving force behind Peeled and Pressed, Alexander Headd was raised in a holistic household and understands the importance of putting quality food into your body. Alex developed the current four smoothie recipes. Each recipe was well thought out to target a specific health benefit like increasing energy or reducing inflammation in the body. The education that customers have received so far is likely to change lives. It has always been a dream of Alex's to open a juice bar. He has seen his mother, and successful entrepreneur, run a holistic wellness center for over 20 years. He firsthand has seen the dedication, hard work, but also the reward of never giving up on your dreams.

With the success of the current branch of 9inety 2wo Minerals, providing vitamins, minerals, premade smoothies and self-care options, Alex sees that the natural progression leads to a juice and smoothie bar.

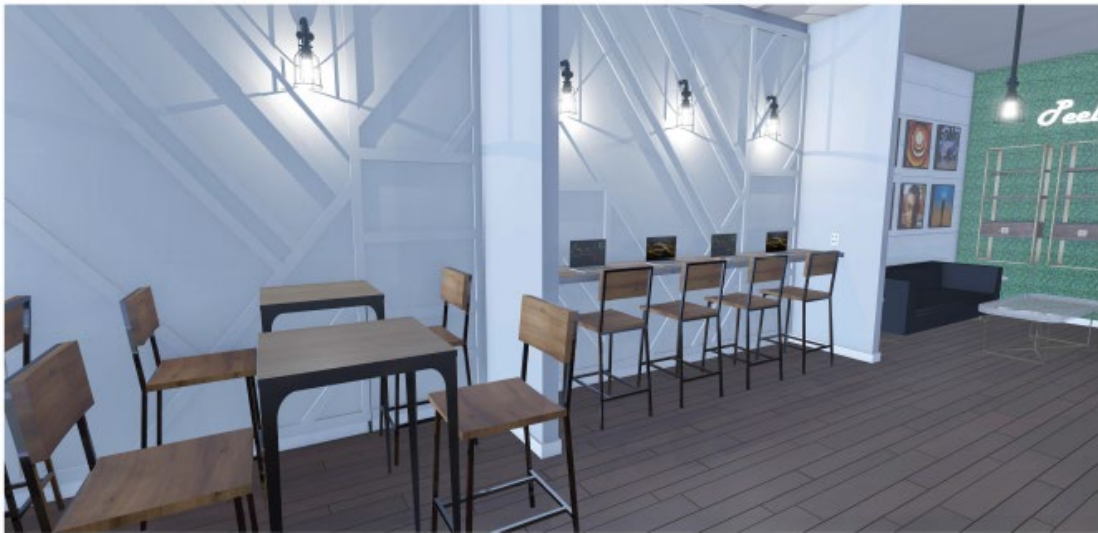
Together, with his wife Jessica Headd, a longtime Marketing, Operations, and Business consultant for Fortune 100 companies, they have developed an exciting concept, fresh menu and ambitious but achievable plan to bring a vibrant new business to a thriving area. Jessica will help manage the day-to-day operations by creating systems and processes for employees to follow to ensure overall success for Peeled and Pressed.



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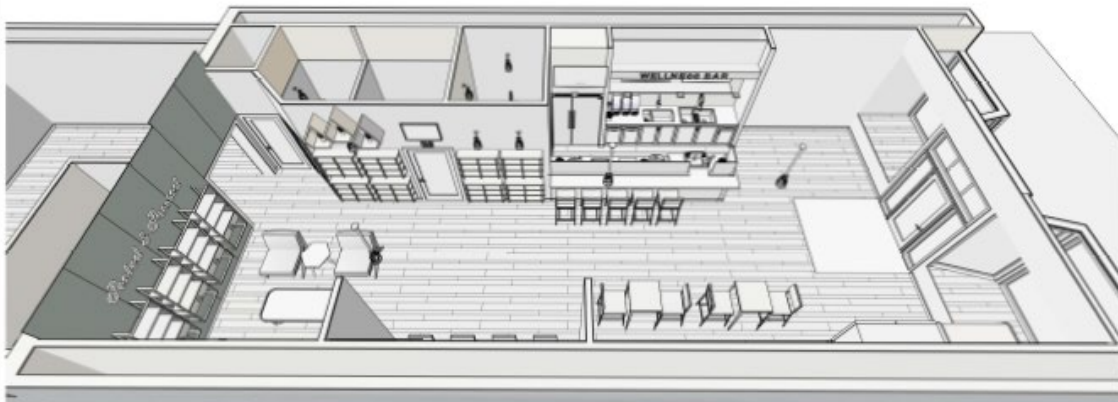
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