

Roxberry

Franchise Summary

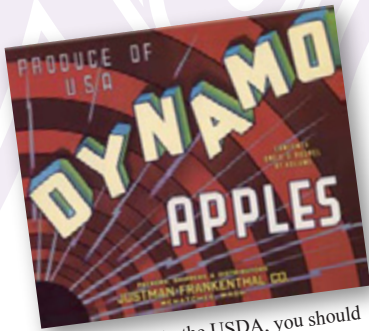
WELCOME TO Roxberry®

The Competitive Advantage

Roxberry has created a distinctive concept in the high-growth fresh juice and smoothie niche. A simple menu featuring unique offerings and fresh bold flavors combined with the speed and convenience of quick service places Roxberry at a distinctive advantage in this growing market segment.

Hear it? It's the blending of tropical treats into our famous original Roxberry smoothies. Not just any smoothie, a Roxberry smoothie is known for the most flavorful and flawless ingredients Mother Earth has created. Unlike many smoothie concepts, we don't weigh down our juices with syrups, artificial flavorings, colorings, sugars or additives. Our crop reaps only the freshest, premium fruits, proprietary juices, and natural smart shots. You'll know them for their excellent taste-and their mystical power of attracting customers.

Currently Roxberry seeks growth through franchising and select company owned units.



According to the USDA, you should eat at least five to nine servings of fruits and vegetables every day!

•**Brad's Proven Track Record** – Brad is an attorney and entrepreneur with prior success in the juice and restaurant industry. He has proven himself as a unique innovator and leader who knows what it takes to grow a successful restaurant concept.

•**Product Offering** – Roxberry offers traditional fresh squeezed juices such as Orange juice and Carrot Juice, as well as fresh, made to order smoothies created with high quality juices and fruits. Roxberry also offers self-serve frozen yogurt and other product offerings such as "Roxi-Rolls," a pull-apart type roll with toppings chosen by the customer.

•**Healthy Food** – The Roxberry menu offers a fresh and healthy alternative to fast food. The fare is low in fat and high in nutritional value.

The Roxberry Experience

Most fruits are naturally low in fat and sodium. None have cholesterol.

Setting itself apart from other juice concepts, Roxberry focuses on the customer's total experience. In addition to serving flavorful, fresh juices and made to order smoothies, Roxberry has created an ambiance that invites customers to come often. Together with background music and décor, Roxberry offers quick counter ordering with a delivery to customer. The background music is modern yet nostalgically themed and upbeat. For take-out service, customers can call or fax in their orders. Online ordering capabilities will be developed when the timing is appropriate.



Elements of Success *Roxberry has implemented the following elements:*



•**Roxberry Culture** – A “people focus” is a priority. Important to this culture is the understanding that people make the difference. Brad has recreated the successful culture that existed at Baluka Juice and Zuka Juice for employees where respect, honesty and dignity become the standard and Roxberry becomes the employer and restaurant of choice.

•**Consistent, Quality Food** – First and foremost, Roxberry will continue to develop systems that will ensure the highest quality and consistency.

•**Quality Service** – In order to maintain its image, Roxberry provides attentive and friendly service always continuing to invest in better training systems.

•**Operational Controls** – Utilize strict operational controls to insure simplified replication of operations over multiple locations. This applies equally to product control and to financial control.

•**Retail Merchandising** – Each unit offers a limited amount of quality merchandise displaying the Roxberry logos and designs.

•**Distinctive Design Features** – Each Roxberry unit displays a collection of vintage style artwork such as photos, paintings, memorabilia, etc.

Marketing & Branding

Roxberry is building it's brand with the following strategies:

•In-Store Branding

Roxberry will increase its awareness by developing its unique brand which will be used for marketing posters, point of purchase materials, menus, banners, and printed on take-out dinnerware etc.

•Local Store Marketing, Direct Mail

These will be the marketing mediums to remind current customers and to find new ones to experience Roxberry. Two percent of store sales will be allocated for this cause.

•Menu Enhancements

The Roxberry team will not only continue to perfect current recipes, but will also continue to research and develop unique and flavorful recipes and menu offering.



The Roxberry Brand

Core Values

Our core values represent what we believe as a company and as individuals. They guide our actions and interactions with one another.

Fun
Respect
Unity
Integrity
Temperance

Brand Personality

Certain words represent who we are and direct us in decisions we make. The Roxberry Brand is gender neutral and may focus on “Blended Nirvana,” or “a Snack, a Meal, or the Snack and Meal combo” to define itself in the marketplace. Listed here are the words that define who we are in design, advertising, and emotional branding.

Nostalgic yet Modern
Hip yet Classic
Healthy and Delicious
Optomistic and Positive
Satisfying and Refreshing
Fun yet Nutritious

Brand Colors

The Roxberry Brand utilizes the following three color combinations, in a broad sense in its emotional appeal. Specific Pantone colors will be used and defined in print and merchandise marketing.

Muted Yellows with Cool Harmonies
Pure Blues with Warm Harmonies
Muted Reds with Cool Harmonies

Brand Experience

The Roxberry Brand focuses on “emotional branding”, connecting the consumer with the brand in a more effective way. At Roxberry they will enjoy a sensational fusion of flavor while feeling the brand’s core values, personality, and colors. Our goal is to have them leaving with a feeling of contentment, happiness, energized, and positive.

RoxberryTM
JUICE CO.



®



Franchise Partner Profile

- Passionate about Roxberry
- Knowledge of the local market/economy
- Ties to the local area
- Enthusiastic about life and its opportunities

How Much Does It Cost

The total investment to open a Roxberry depends on size of space, location, scope of improvements, and amount of furniture, fixtures and equipment needed. Estimated costs are outlined below:

- Initial Franchise Fee.....\$25,000 (unless during promo period)
- Royalty Fee.....6% of sales
- Marketing Fee.....2% of sales (currently not collecting)
- Estimated initial Investment..... \$158,000 - \$295,000 *
- Franchise Term.....10 years (additional 2 five year options)
* Landlord's may provide Improvement Allowance for a substantial portion of this amount

Roxberry Mission

The secret to our success? A clear cut commitment to quality. Roxberry promotes a healthy, responsible way of living. Our philosophy is to focus on people.

Site Criteria

TRADITIONAL SITE:

- Ideal store size is 1,200 square feet (will consider 1,000-1,700)
- Corner, end-cap or in-line locations
- Prefer patio with 5-10 available seats and ability for Roxberry branded umbrellas
- Prefer highly visible, easily accessible retail centers with strong co-tenancy and anchors
- Major trade areas with certain demographic parameters
- Drive-Thru preferable

NON TRADITIONAL SITE:

- Mall, University, Airport, Sporting Ven
- Ideal store size is 400 - 1,200 square feet



Franchising generates more than \$1.5 Trillion in economic activity and provides 10 million jobs.

Support We've got you covered!

Before you Open

- **TRAINING:** Full training course for both in-store operations and back of house accounting.
- **SITE SELECTION:** Most Important Step....we aggressively work with you and our brokers throughout the entire process
- **DESIGN:** Our Experienced Designer and Architect design you the perfect Roxberry.
- **FURNITURE, FIXTURES & EQUIPMENT:** Comprehensive ordering system...allows you to be opportunistic in searching for best pricing.

After you Open

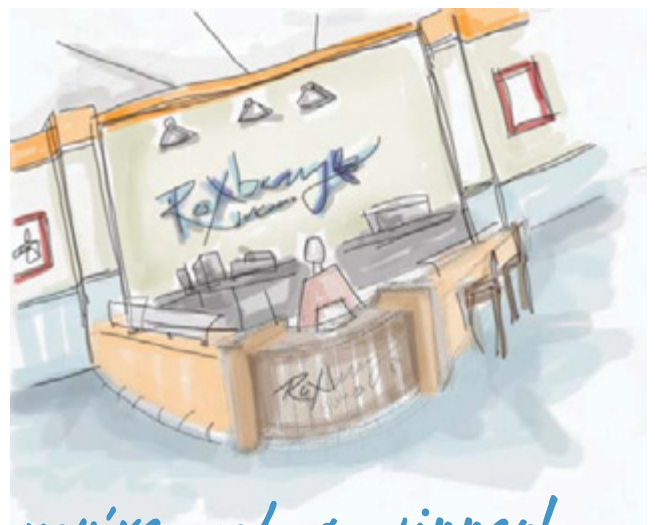
- **OPERATIONS MANUAL:** In-depth manual provides important steps for your success.
- **RECIPE OUTLINE:** Guides you how to make all Roxberry products.
- **R & D:** We strive to stay ahead of the competition with new and inventive products.
- **DISTRIBUTION SYSTEM:** Association with Roxberry brings cost savings.
- **POINT OF SALE:** With our fully integrated Point of Sale system, you can be confident in your ability to properly manage your business.

Next Steps

- **CONFERENCE CALL:** Present Roxberry opportunity and answer your questions.
- **FRANCHISE DISCLOSURE DOCUMENT (FDD):** Present our FDD for your review
- **SELECT TERRITORY:** Where do you want a Roxberry?
- **EXECUTE FRANCHISE AGREEMENT:** Become an official member of the family!
- **REAL ESTATE:** Begin the search for your Roxberry.
- **ORIENTATION & TRAINING:** Roxberry system download!

With a franchise, you are in business for yourself, not by yourself!

Today, one out of every seven dollars spent by Americans for retail goods and services is spent in a franchised or independent product distribution business (IFFA Franchise Opportunity Guide, 2004)



With Roxberry... you've got a winner!



Artwork Samples



Drink Roxberry!

