



Press Kit 2010

Company Profile

Zumo Smoothie Bars International opened its first bar in Jervis Street Shopping Centre in Central Dublin, Ireland in 2001.

Today, Zumo is the **largest juice and smoothie bar chain in Europe** with more than 100 establishments in 13 countries.

Our home market is Ireland, where Zumo was born and raised. Here we have almost 30 bars both North and South of the border.

Beginning

The concept for Zumo came about as a result of our founder, owner and managing director, **Cathal Power**.

Cathal, an Irish native, travelled widely throughout North and South America and the Caribbean during the 80's and 90's. Cathal was delighted to find juice bars throughout his travels and used them regularly. Upon returning to Ireland, Cathal set about creating Ireland's first juice & smoothie bar experience.

Cathal noticed that while the bars in California looked great, the end product didn't match up. Conversely, he found that in Brazil, the bars didn't look so great but the end product was delicious. So Cathal decided to combine the funky smoothie bar designs of California with the fantastic tasting juices of Brazil to create Zumo - a **fun and fresh place to get a healthy drink, made to order**, from fresh fruit and frozen yogurt (smoothies) or a blend of fresh fruit and/or vegetables (juices).

Today

Zumo is a happy, healthy & growing enterprise. Since opening our first bar in 2001, we have expanded exponentially. Originally all Zumo bars in Ireland were opened and operated by the Zumo company but we now look for local business people to run and operate their own Zumo bars in different territories through a franchising agreement. There are two types of franchising agreements we usually use, a single licence operator (who runs a bar in a territory already up and running) or a Regional Developer, who purchases the rights to run Zumo in a particular territory.

The key to our success is that we've grown **organically**, recognising the needs for our market as we reached each new level of development and adapting our brand to meet those needs.

Keeping the business system simple is the key to the Zumo concept, easy for our staff and easy for our customers. With a clear and distinct menu and identity, it's easy to train staff and serve customers with minimum wait time. From **grand, café-style bars to boutique grab-and-go kiosks** we can successfully offer customers the same level of service and the same standard of product from any of our sites.

Today we are the largest juice and smoothie bar chain in Europe with over 110 establishments in 13 countries - **Ireland, England, Scotland, Spain, Greece, France, Hungary, Russia, Switzerland, South Africa, Turkey, Italy and Germany**. Later this year, we will open our first bar in China.

Zumo Products

We provide our customers with '**nutrition on-the-go**', a refreshing alternative to sugar packed, high-energy drinks. With a more health and environment conscious society, we offer consumers the perfect way to supplement a balanced diet with a super tasty treat.

Core Products

Zumo's core products are **Smoothies** (fresh fruit and frozen yogurt) and **Juices** (a blend of fresh fruit and/or vegetables) & quite simply nobody does it better.

Here are some essential facts that demonstrate what is so different about Zumo, and why we are the largest and fastest growing smoothie chain in Europe.

FRESH

We NEVER, ever use concentrates or anything other than fresh fruit or vegetables.

UNIQUE

We are the ONLY Juice and Smoothie Chain in Europe to use the world's best juicing machine, the FMC Food Tech Multi Fruit Juicer.

We are the ONLY company in Europe using our very own Fat Free Pre and Probiotic Yoghurt.

ORGANIC

Wherever possible we SOURCE our fruits and vegetable from organic suppliers and already stock organic Acai, limes and vanilla pods.



New Product Development

We also have a purpose built test kitchen which is constantly in use, testing out various recipes, ingredients and other concoctions. Some never see the light of day, some are tested out in various promotions, while others become a permanent fixture on our menu.

Our creative and innovative team is continually experimenting in our test kitchen to find new, exciting and healthy recipes, to bring the latest taste trends to our customers.

The Future

In the past twelve months alone, Zumo made its first foray in to **three new markets** – Italy, Germany & Turkey.

We also expanded in many of our existing markets. Through the franchise system, we will continue to develop the business through high caliber people investing their own money and building a business with the potential for excellent profits. We have already signed an agreement to franchise in **China** and we will open there in April. Additionally, we have advanced negotiations with three new countries currently ongoing. Cathal is confident that with the enthusiasm, determination and experience of our franchisees, coupled with their commitment, hard work and will to succeed, Zumo will continue to be a company that is a highly respected force within the food retail industry.

Zumo

at a Glance

8

years of experience

over

100

establishments

13

countries

6

million Zumo drinks sold in 2009

3

million kilos of oranges, freshly squeezed
in our bars in 2009



Contact

Florine Eppe

International Brand & Marketing Manager

Address

Zumo International
Unit 240, The Capel Building
mary's Abbey
Dublin 7
Ireland

Phone Number

+353(0)1 8788641

Mobile:

+353(0)87 9953190

Email:

florine@zumojucebar.com

www.zumobars.com