



Fruitisimo.



# Fruitissimo is a market—leading & multiple award—winning fresh healthy beverage chain



A European leader in the **healthy beverage** market with over 100+ stores in **6 countries**.








Founded in 2003, Fruitissimo is well positioned to accelerate growth with a **proven franchise business model** adaptable in markets outside of its' Prague roots.

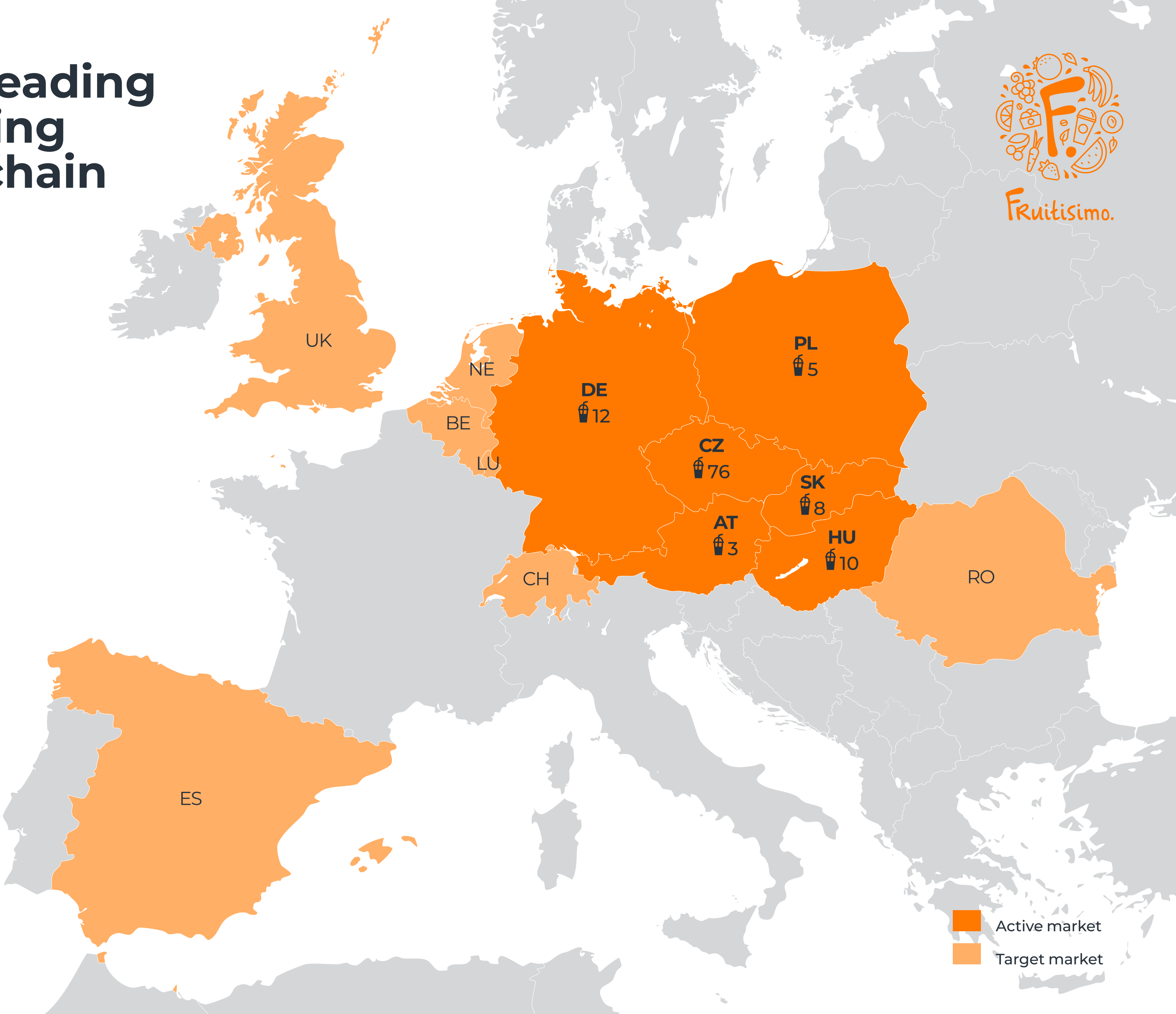
**Low investment** and operating costs combined with a **central kitchen** make Fruitissimo easily scalable with a **2-year payback**.

A healthy lifestyle brand obsessed with providing **freshly made, plant-based fruit** and **vegetable beverages**, inspiring people to live healthier.

**Live what you love!**

## Fruitissimo story








<p><b>2003</b> — First fruity &amp; ice-cream bar</p>  	<p><b>2007</b> — Expansion to Slovakia</p> 	<p><b>2013</b> — Start of franchising</p>  	<p><b>2016</b> — Expansion to Hungary</p>  
<p><b>2020</b> — Digital loyalty &amp; ordering app</p> 	<p><b>2022</b> — Entry to retail business</p>  	<p><b>2023</b> — Expansion to Germany and Austria</p>  	<p><b>2024</b> — Expansion to Poland</p> 

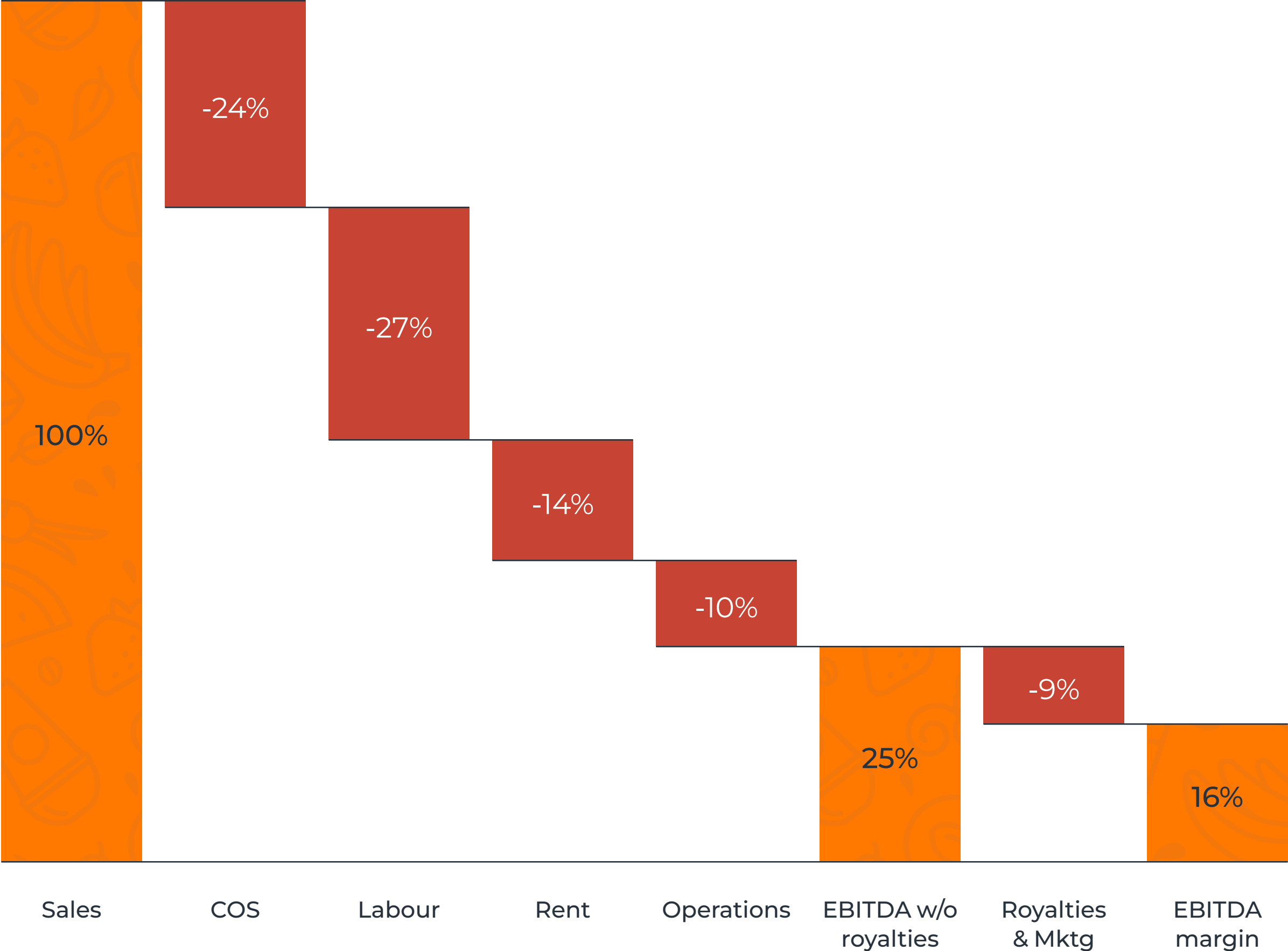
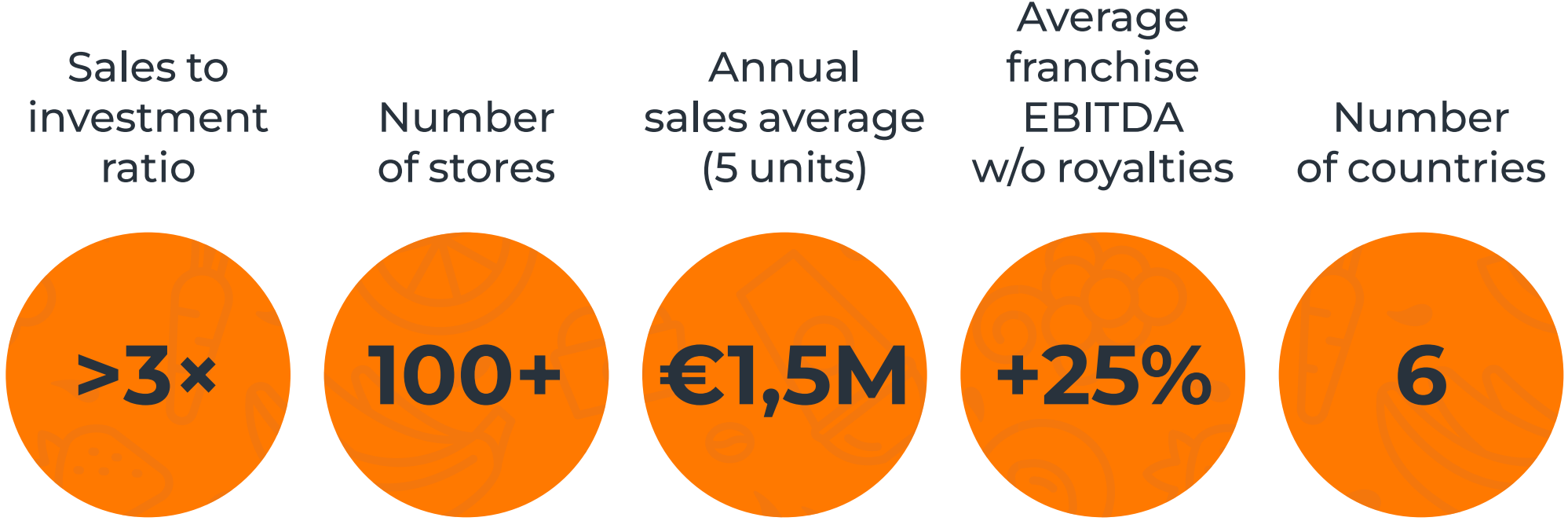


■ Active market  
■ Target market

# Fruitissimo proven franchise model generates +25% EBITDA before royalties



-  Market Leading and **Award Winning** fresh healthy beverages
-  **International replicability** across the EU
-  On trend in the growing **€38b Global Healthy Beverage Market\***
-  **Plant-based fruit and vegetable beverages**, handmade to order
-  **Central Kitchen** for optimal supply chain management
-  **Operational simplicity**, minimal training and **low labor cost**
-  **Digital app ordering** platform, **loyalty program** & **subscription model**

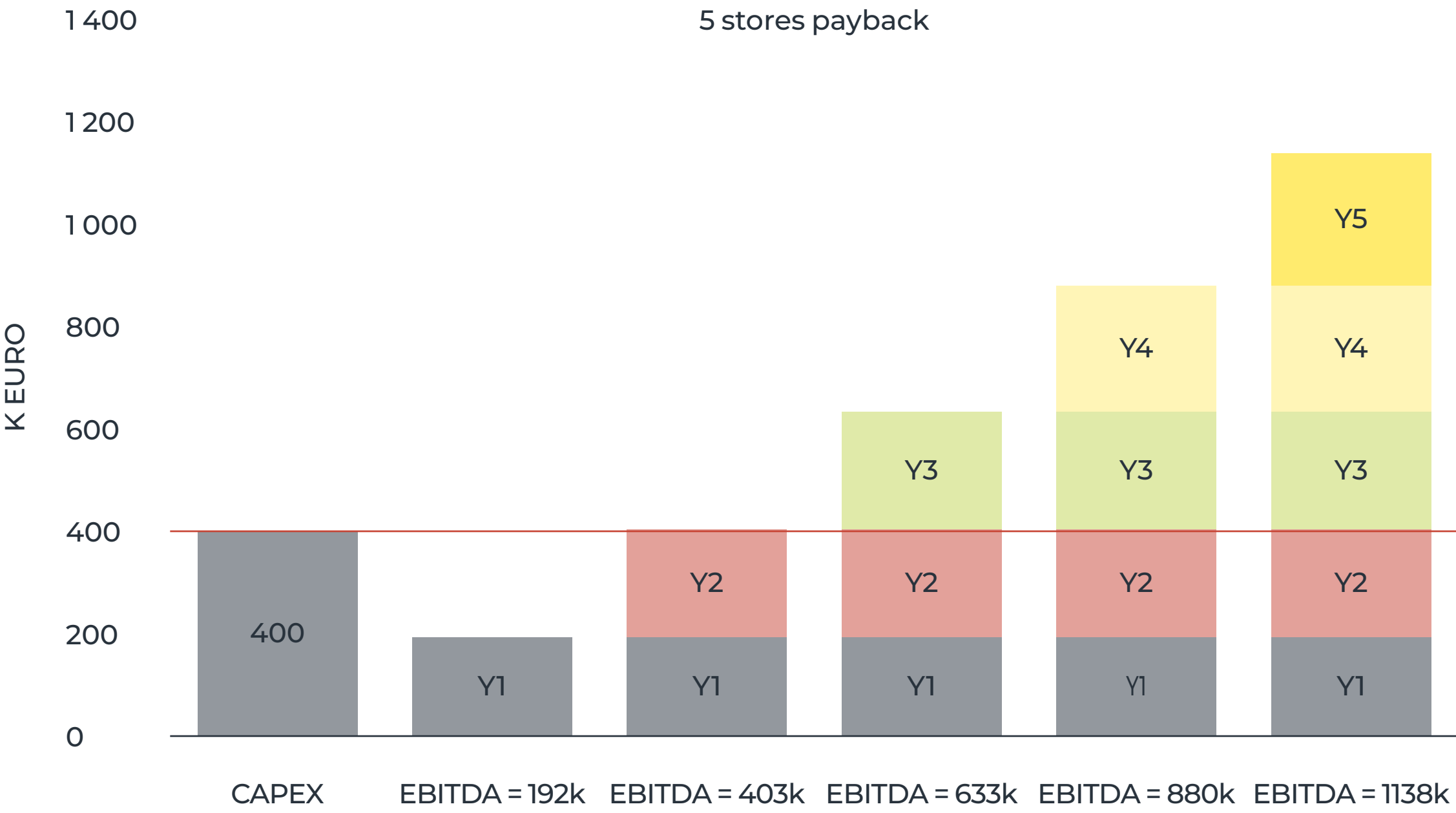


\* Data Source: Data Bridge Market Research, Euromonitor, Technavio, IndustryARC

# Fruitissimo franchise model offers a 2 year ROI driven by low CAPEX/start-up costs



Indicative 5 store **Franchise Model** with an initial **CAPEX cost** of **€ 80k** per store, **16% EBITDA** with a **2 years payback**. Sales grow from **€ 1.200k in Y1** to **€ 1.616k in Y5**.



**Highly flexible and scalable unit types** (15-120m<sup>2</sup>) with low spatial requirements, suitable for several channels (malls, travel hubs, petrol stations, hospitals, shop-in-shop), **build cost** € 60k to € 80k

Experienced **Franchise Support Partner** from roll-out to ongoing operational support



50 sqm store built 2022 € 60k

# Fruitissimo.

POWER KICK  
DETOX  
STRESS KILLER  
MARACUJA DREAM  
HAPPY BOOZIA  
HONEY  
PRETTY WOMAN  
GO GREEN  
ERWECKE DEINE KRAFT!

YOU LOVE

Service counter area with various fruit toppings and smoothie preparation stations. Includes a menu board and a display of fresh produce.



ERWECKE DEINE KRAFT!  
STRESS KILLER  
DETOX  
MARACUJA DREAM  
HAPPY BOOZIA  
HONEY  
PRETTY WOMAN  
GO GREEN

Customers at the counter, including a woman with a stroller and a child. The child is sitting on a small red bicycle-like stroller. The woman is wearing a dark puffer jacket and has a long ponytail. The child is wearing a purple hoodie and patterned leggings.

SPRI

SPRI

# We are looking for Partners to Grow with! Live what you love!



Passionate, hands on, entrepreneurial Franchise partners with a **multi unit 5+ development agreement. A path to an MFA.**

**Operational excellence mindset** to build and manage your team in your market. Not a financial only mindset.

**Local market expertise** to identify key growth channels and locations.

**Long term partners** with similar DNA as Fruitissimo: 100% Freshness, Positive Energy, Operational Transparency.

We are not about the fastest mixer or most powerful juicer; we are about people.

**We love what we do!**

If you have an **existing brand portfolio for easy conversion or shop in shop capability**, our model is flexible.

*“Fruitissimo — a successful fresh healthy beverage chain — is expanding into new markets including Germany, Austria and Poland.”*

**Forbes (CZ)** May 2023

*“Hungarian consumers are falling in love with Fruitissimo — a Czech Fresh Beverage chain.”*

**Forbes (HU)** March 2023



**HEADQUARTERS**

Fruitissimo Group sro  
Plzenska 3351/19,  
Praha 5, 15000  
Czech republic

[www.fruitisimogroup.com](http://www.fruitisimogroup.com)

**SLOVAKIA**

ARNB SK, sro  
Kutuzovova 3  
Bratislava 831 03,  
Slovakia

[www.fruitissimo.sk](http://www.fruitissimo.sk)

**HUNGARY**

Fruitissimo Kft  
Budapest Vaci ut 30.  
Budapest  
Hungary

[www.fruitissimo.hu](http://www.fruitissimo.hu)

**GERMANY**

Fruitissimo GmbH  
Im Gewerbepark C 25  
93059 Regensburg  
Germany

[www.fruitissimo.de](http://www.fruitissimo.de)

**AUSTRIA**

Fruitissimo Fresh GmbH  
Hopfengartenstrasse 2  
3580 Horn  
Austria

[www.fruitissimo.at](http://www.fruitissimo.at)

**POLAND**

Fruitissimo Sp.z o.o  
Ksiecica Witoida 49/15  
50 202 Wroclaw  
Poland

[www.fruitissimo.pl](http://www.fruitissimo.pl)



Fruitissimo.

