

# And the winner is... natural, healthy juice!

## Benefits of in-store freshly squeezed juice



### The properties of juice are good for you

#### 100% natural

Freshly squeezed orange juice is a natural product, with no additives or treatments.



### The best point-of-sale juice experience

#### From the juicer to the bottle

Thanks to Zumex, consumers enjoy an authentic, honest, additive-free product that they make themselves.



#### Vitamins that stay in your juice

Contrary to what many believe, the vitamins in oranges do not evaporate once they are squeezed<sup>(1)</sup>.



#### Excellent food hygiene

Zumex's Original System juicing system and its ASP<sup>®</sup> antibacterial nanotechnology ensure strict cleaning protocols and 100% safe consumption<sup>(2)</sup>.



#### All the vitamins and probiotics

Vitamin C remains intact in the juice for up to 72 hours after it is made<sup>(2)</sup>.



#### A new lease of life for 'Ugly Fruits'

In-store freshly squeezed juice is an excellent way to use up thousands of tonnes of oranges that would otherwise be difficult to sell on the market.



#### A growing trend

This segment is growing fast, with 10% of families now buying into this trend<sup>(4)</sup>.



In-store freshly squeezed juice is the segment that is creating the most value for the industry with an average price of €3.41 per litre<sup>(6)</sup>.



#### A fast, convenient and economical concept

The price of a litre of in-store freshly squeezed juice is similar to two kilos of oranges, the amount required to obtain this quantity of juice at home.



#### A juice a day

The "Five-a-day Association" recommends eating five servings of fruit and vegetables every day. One of these five servings can be a glass of freshly squeezed juice<sup>(5)</sup>.



#### Stores with a juicer are growing

Serving freshly squeezed juice in store helps retail outlets to offset the decline in other segments and achieve overall growth in the juice category.

"Sales of freshly squeezed juice in store drive total sales of fruit juice. Stores equipped with this type of juicers generate 1.4% more turnover in fruit juice than stores that do not have them. Automatic juicers can also have a positive impact on store traffic and on the image consumers have of the point of sale".

Stéphane Funaro  
Head of Revenue Growth Management, Nielsen<sup>(7)</sup>



1-Spanish Journal of Human Nutrition and Dietetics. Vol. 18. Nº2. RECOMENDACIONES DE MANIPULACIÓN DOMÉSTICA DE FRUTAS Y HORTALIZAS PARA PRESERVAR SU VALOR NUTRITIVO (Recommended domestic handling of fruits and vegetables to preserve their nutritional value). Page 107. Available at: <http://www.renhyd.org/index.php/renhyd/article/view/85/90>

2-The juice must be kept refrigerated

3-4-'Zumos de Naranja' (Orange Juice) Study. OCU ORGANISATION OF CONSUMERS AND USERS. Available at: <https://www.ocu.org/alimentacion/alimentos/noticias/zumos-naranja-supermercado#>

5-'Consumo de frutas en el marco de una alimentación saludable' (Fruit consumption as part of a healthy diet). ALLIANCE FOR THE PROMOTION OF FRUIT AND VEGETABLE CONSUMPTION '5 A DAY'. '5 a day' Scientific Committee's position. Available at: [http://www.5aldia.org/datos/60/CC\\_ANTE\\_CONSUMO\\_DE\\_ZUMOS\\_4000.pdf](http://www.5aldia.org/datos/60/CC_ANTE_CONSUMO_DE_ZUMOS_4000.pdf)

6-Prepared by the authors

7-'Les machines à jus, un succès vitaminé !' (Juicing machines, a vitamin-packed success). Nielsen Report. Available at: <https://www.nielsen.com/fr/fr/insights/article/2019/juice-machines-a-vitamin-success/>