

INNOVATION IN THE FOOD SERVICE SECTOR:

How to make your
customers fall in
love with freshly
squeezed juice



Check out Zumex's latest product innovations that are revolutionizing the foodservice sector.

Freshly squeezed juice



Diversify the offer of your restaurant or cafeteria with healthy products.

The ideal mix for any time of day, in a to-go format



Fresh products increase the average spend and build customer loyalty.

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New trends in the Foodservice industry

The Foodservice sector is well known for its dynamics, drive and ability to reinvent itself.

It is heavily influenced by social and economic phenomena, technology and new consumer trends which means that the industry has to

work hard to keep up with these changes in order to stay competitive and be different.

What are the cornerstones of innovation in today's Foodservice industry?

1.1 Transparency, sustainability and health

The trend towards eating fresh, **unprocessed food coupled with concerns over waste management** which is leading to a reduction in the use of packaged products, are some of the fastest growing consumption drivers today. In fact, **eight out of ten consumers are willing to pay more** for healthy products¹ and products that are environmentally friendly.

8 out of 10 consumers are willing to pay more for healthy products



Trends such as an [holistic lifestyle](#) are gaining followers and this is reflected in the increased supply of organic and 100% natural foods that are now available.

In addition, **functional beverages**, like nutrient-rich juices that bring health benefits such as detoxing, and providing energy and proteins; **plant-based food**, the rise of veganism and the move towards **local sourcing**, due to the perception that this produce is fresher and of higher quality, are other drivers that are also revolutionizing the foodservice sector.



"6 in 10 consumers say it is important to them that the food they purchase or consume is produced in a sustainable way."

Source: [International Food Information Council Foundation](#).



1.2 24/7 availability

We are talking about the foodservice industry's need to offer quality food and drinks at any time of the day. Drinks such as juice, which has traditionally been associated with breakfast, have been reinvented and are now the consumer's favorite to accompany new eating occasions such as brunch, mocktails, and take-away snacks. **Consumers now eat more often and are looking for different drink flavors and options to complement them.**

New technologies and the ability to control supply from start to finish, also explains the proliferation of home food deliveries (Just Eat, Uber Eats...) and the need for a constant need for differentiation.



"Fast Casual is reinventing itself towards increasingly healthy and sustainable concepts."

Source: [NPD Group](#)

1.3 Fast Casual

Visits to Fast Casual restaurants have grown by 6% annually over the last five years*. There is a boom in the number of restaurants offering **"healthy snacks"** into their menus within the new **"easy to eat on the go"** context. **Fast food has also had to reinvent itself and is now healthier and more sustainable.** Preparing food in front of the customer and the desire to convey the quality and freshness of the raw material inspires consumer trust and appeals to customers. The *instafresh* concept of freshly squeezed commercial juicers is reducing the supply of carton juice in many chains around the world.

1.4 A customized consumer experience

Foodservice professionals need to work hard to create customized solutions for a broad range of consumer profiles with different lifestyles. People have less and less time to cook and eat out more often. In order to eat healthier, **they are increasingly concerned about the nutritional properties**

of the products they consume in restaurants and cafés. Providing food and drink options with excellent nutritional properties is a great opportunity to establish a connection with these consumers.

90% of consumers snack multiple times during the day. In fact, snacking accounts for nearly 50% of all eating occasions

"36% of consumers prefer to indulge on small snacks throughout the day as opposed to consuming large, regular meals"

Source: [The Future of Snacking](#).

Freshly squeezed juice

Within the Foodservice industry, this trend is reflected in the decline in the consumption of soft drinks. According to the International Food Information Council Foundation's [2018 Food & Health Survey](#)¹, 50% of Americans are reducing the consumption of soft drinks order to reduce their intake of added sugars.

40% of Millennials are looking for variety and new customized juice offerings.

Source: [Fona International. Millennials and Juice Beverages.](#)





Beverages such as freshly squeezed juice are one of the fastest growing categories among restaurant and cafe drinks. Their consumption is growing at a 5% annual rate.

Source: Fona International. Millennials and Juice Beverages.



2.1 What are the benefits of drinking 1 glass of juice a day?



VITAMIN C

It provides the recommended daily intake for adults.



It contains many antioxidants and bioactive ingredients such as vitamins A, B and E, carotenoids, flavonoids and polyphenols that are found naturally in fruit and vegetables.



It contains a significant amount of folate, potassium and phytonutrients.



It is equivalent to one of the five pieces of fruit per day recommended by the World Health Organization.

Zumex: innovation in the fresh juice industry

Zumex revolutionized the foodservice sector when it launched the first commercial citrus juicer. After **more than 35 years** of history, the brand has continued to innovate in the development of juicing solutions to satisfy the needs of any hospitality business.

Zumex's juicing solutions for the Foodservice sector



Multifruit



Soul Series 2



Minex



Essential **Pro**



Versatile **Pro**



Speed **Up**



Speed **S+plus**



Mastery

[See products](#)

[Request information](#)



Centrifugal Juicer for fruits and vegetables

Multifruit

**Power becomes
healthy.**

Our professional centrifugal Multifruit offers the maximum performance and the best juicing experience for contexts with high juice consumption.

Discover all the capabilities of the best tool for juicing professionals:

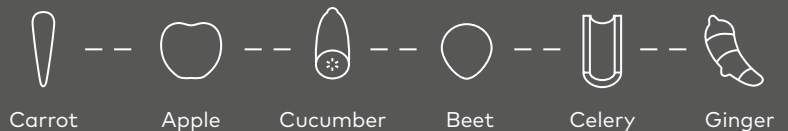
1. Titanium Shredding Disc

Maximum shredding power for all fruit and vegetables. Non stop service and sharper cutting for longer.



TITANIUM™
powered by ZUMEX®

EASY AND EFFORTLESS WITH
PREMIUM PERFORMANCE




Brushless motor

Four times longer
operating life
No friction, no noise
No maintenance
No heat release


Efficient centrifuging
Optimized filter


2. More Powerful

The power of the brushless motor, together with the new titanium shredding disc and its efficient centrifuging optimized filter, make Multifruit the best choice for demanding juice servers.

3. Tap Design

More practical and hygienic thanks to its non-slip finish and improved grip.

NON-DRIP
POSITION

180°
TURNS

4. Optimal flow

5. Broad opening extra large



75 mm



Don't waste time.

You can put the fruit and vegetables in whole, thanks to the 75 mm opening

And many more:

- Control panel with **two speeds**:
Soft Fruit 3,500 rpm
Hard Fruit 4,500 rpm
- Stand-by mode
- Drip tray with improved design, for a cleaner juicing area
- 13L tank. The biggest capacity on the market
- 5 colors to match the style of your business
- Premium design



Silent Block
Prevents vibration

Bellow
70dB.

Quiet
and stable

3



**Enjoy a superior
juicing experience!**

[Request more information](#)

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Models to satisfy intermediate demands for freshly squeezed juice



New
Soul Series 2

Small. Smart. Stylish

The world of juice will never be the same again, thanks to the new Soul.

This is the start of a new future in which maximum innovation and authentic style are contained in the minimum space.



Smart Juicing
Technology

The first Smart Juicer

The first automatic juicer that provides information about the productivity of your machine in real time.

Connect with your Soul Series 2

- Control your business remotely
- Improved machine productivity
- Predictive maintenance
- Status notifications
- Configurations

3

Zumex

Zumex®
LIFE ESSENCE

Push&Juice Natural intuition

A new way to make juice, at the push of a button.



Cups

↑ 5.5"

Maximum Height

Light up the juice of the future

The design of its new exclusive, user-friendly tap serves juice perfectly.

Smooth flow and zenithal lighting for an improved juicing experience.

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1Step Case Out

Remove the juicing unit
cleanly and comfortably.

— Smart Juicing
Technology



Waste capacity
7 L / 12-14 oranges



— 1 juice / 10"

Conical System® 18 fruits/minute

Innovation in full evolution.
Our system has been
designed to squeeze twice
as fast.

Only Soul can adapt to any type of citrus fruit.

With the Soul Series 2 squeezing
kits, you can squeeze any citrus fruit
ranging from 42 to 81 mm.

- ORANGES
- TANGERINES
- LIMES
- LEMONS*

* It is recommended to squeeze lemons from
varieties with rounded shape and thin skin.
Examples: Eureka, Lisbon, Meyer.



3

Four
models

that multiply
your options



Black
Smoke Grey

Black
Natural Sand

White
Smoke Grey

White
Natural Sand

With Kit XS as standard,
to get the maximum yield
from limes sized
42- 52 mm.

**Soul Limes Special Edition
for lime specialists.**

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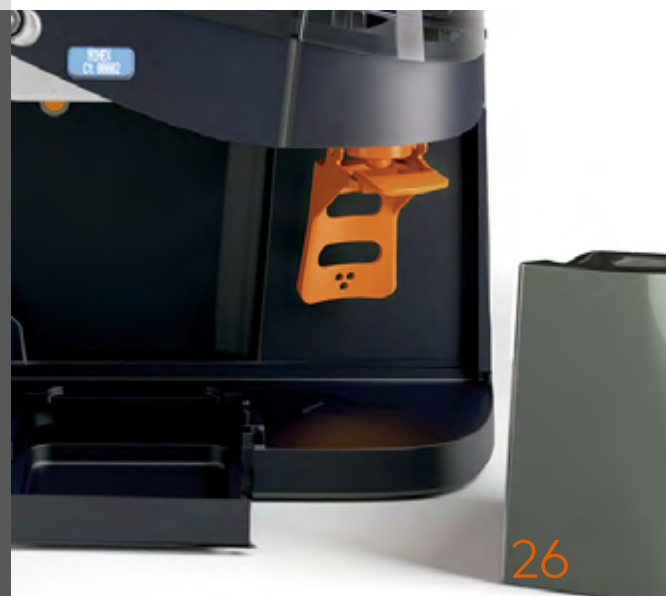




Models to satisfy intermediate demands for freshly squeezed juice

**Minex
Chameleon Style.**

Highly versatile and superb performance in the smallest of spaces. Ideal for cafés and bars with moderate juice demands. Available in 12 eye-catching colours.



3

Models to satisfy intermediate demands for freshly squeezed juice

Essential **Pro**
Simplicity at work.



A Basic solution that stands out for its easy operation, suitable for business with higher demands on juice.



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3

Models to satisfy high demands for freshly squeezed juice



Versatile Pro All-in-One

Absolute autonomy.

Would you like to install a fresh juice self-service area? The new Versatile Pro is the most compact self-service juicer in the market. Zumex's iconic squeezer has been revamped to offer a better point-of-sale experience.

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- With PulpOut System Automatic conveyor belt for pulp and seed removal, with maximum performance.
- Automatic filtering for greater autonomy. 330 lb non-stop production.
- 15.8 gal service with no cleaning needed. Easy to disassemble and dishwasher safe.
- Ultrafast. 8 Oz of juice in 10".
- Smallest footprint on the market – 0.26m².
- 35 lb of extra feeder capacity. With door to make the loading operation and safety closure easier.
- M 1Step Kit For medium-sized citrus fruit (65-81 mm).
- New tap with front push button.
- New bottle holder available with 3 sizes: 34,4 mm | 36 mm | 38 mm.
- Also available in black.

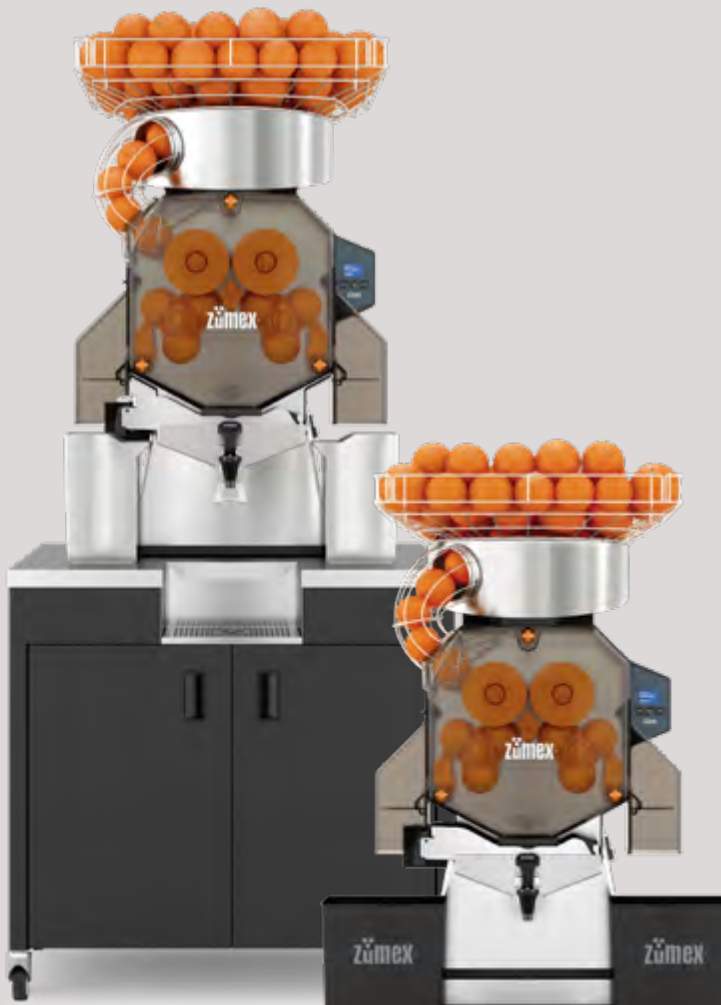
[Request information](#)

Models to satisfy high demands for freshly squeezed juice



Speed **Up**

The freshest, most stylish result.



This automatic citrus juicer, which can juice up to 40 oranges per minute, is perfect for restaurants, hotels and cafes with very high demands for juice.

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3

Models to satisfy high demands for freshly squeezed juice

Speed S⁺plus

The fastest, most robust juicer.

Are you looking for the best user experience and easy cleaning? Add a "plus" in performance and capacity with Speed S⁺plus and its 1Step Kit, which comes as standard.



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zumex®
LIFE ESSENCE



Equipment for juice bars that rely on Cold Press



Mastery

Discover Zumex's revolutionary cold press machine, an efficient, safe solution with a premium design.

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Clients who trust Zumex



Start a
Juice Business
Discover our success stories!



Café&Té
COFFEE EXPERIENCE

McCafé.

AÉROPORT
TOULOUSE-BLAGNAC
Depuis toujours un ciel d'avance



COSTA
COFFEE

DUNKIN'

Hard Rock
CAFE

LAVAZZA
TORINO, ITALIA, 1895

Jamba Juice.

SIACI SAINT HONORE



IKEA®

VIPS



MARRIOTT

vida
e caffè

PANARIA



AIRFRANCE



VAPIANO®



steinecke

Jamaica
COFFEE SHOP

Are you looking for specialized advice?

Tell us more about your business and we will help you find the juicing solution you need.



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