

Guide to setting up a profitable *Cold Press* business

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FOOD ENGINEERING



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1 Why Cold Press?

In recent years, **sales of Cold-Pressed (or cold pressing) juices and the emergence of new marketing models for juice** have experienced above-average growth in the food sector. Why is that?

These are the trends that respond to this progressive increase:

- 1  **Search for more natural juices,**
with a production process that preserves the greatest number of vitamins and nutrients, while maintaining a taste equal to or very similar to freshly liquefied juice.
- 2  **Aversion for added sugar in fruit juices.**
In addition to a more artificial taste, consumers are changing their perception of sugar. Before, it was more tolerated; now more and more people are running away from any sugar, fructose or dextrose contained in the ingredients of a juice.
- 3  **The perception as a healthy product**
and the increasing concern of society for food.
- 4  **The search for pure juices,**
without added fruit or vegetable purees.

"Cold-Pressed Juice Market: Global Industry Analysis and Forecast, 2016-2024"

The **increase in consumption of this type of juice until 2024 will be 7% annualized**, from about \$492 million dollars to \$845 million.



7%
annualized

from **\$492** million to **\$845**
million dollars (\$)

The above reasons, coupled with this growth trend, demonstrate the attractiveness of creating a **business based on Cold-Pressed Juices**. This is particularly evident in countries where the juice business is less developed, as growth there will be even more spectacular.

2 Cold Press Business Types



• Home deliveries

The most accessible model to start.

If you want to start in the simplest way, this would be the **most accessible model**. In fact, this is how many of the most successful brands began. You can start by making juices in a rented room. Some entrepreneurs even started manufacturing from their own homes; although this is something we don't recommend, because you probably overlook some local regulations.

There are many **actions that can help you promote your business**. You can set up a website at very little cost, promote yourself through local businesses, distribute flyers to your neighbourhood, use instant delivery applications like Glovo or Uber Eats, etc. Be creative about how to make your business known.

To set up a delivery business, you'll only need machinery, a person to prepare the juices and bottles. Everything else can be an accessory: labels, branding, advertising... You can start with a free *Sampling* to a group or collective and, if you see that the product engages, then think of professionalizing yourself, invest more money in marketing, create or improve the manufacturing space or expand your market.



• Juice bar or retail

It's important that you design well the concept of the store you want to set up.

As you can imagine, opening a local requires a **much greater investment** than the previous model. In addition to the fixed cost of renting and personnel, you will probably have to invest in renovating the space and giving it personality. Keep in mind that, the closer you are to the **fashionable areas or with a large influx of potential customers**, the higher the rent will be. On the contrary, you'll ensure an interesting customer flow in addition to improving the promotion of your brand.

It's important that you design well the **concept of the store** you want to set up. You can set up a **small corner within a retail space that only offers juice to take away**; or you can set up a juice bar with spaces for your customers to sit down and spend a pleasant time while they shop.



For the first case, it will be enough to have an attractive juice menu; while, the larger the premises and the more expenses you assume, it will be key to complement your offer with smoothies, salads, healthy wraps, breakfast bowls and other snacks. The more product you offer, the more investment you'll have to make in equipment. Don't try to cover everything and start by focusing on **what interests you the most in your town or influence area**.



Need help designing your juice menu?

Contact us and let our experts advise you



In addition, you'll also need to place special emphasis on the attention your staff provides to customers. **Good training for your employees** can make a difference. Customers value personalized attention very much and a smile or a good recommendation will create an **excellent consumer experience** that will attract more customers and increase recurrence or loyalty.

If the premises are successful, the method is easily replicable in other areas of the city, in other cities with similar demographic characteristics and could even be a **Franchise as business model**, to achieve exponential growth.



• **Distribution**

Most likely, you'll need time and testing until you can convince a chain.

This is probably the **most complicated way to start**. If you decide for wholesale, manufacturing in a large facility, you 'll have to consider that the juices must go through a process called **HPP** (Hight Pressure Processing) or cold pasteurization, to ensure that:



1
The main pathogens are eliminated, and the juice is suitable for consumption after **3 days** of production.

HPP
Hight Pressure Processing



2
The expiration date of the product is extended to **30-45 days** to allow sufficient room for manoeuvre in the juice sales cycle.

The investment required to build a manufacturing plant does not have to exceed that of setting up premises. In fact, as rental costs are likely to be lower in an industrial area, this is a less costly option. The challenge is to achieve sales, because **the sales cycle to retailers or distributors is much longer**. Most likely, you'll need time and testing until you can convince a chain.

You must keep in mind that distributors will ask for a discount to be able to profit from their sales. Containing costs as much as possible will therefore be key. Here we aren't only talking about the rental of installations, but also about raw materials, supplies, etc. For a detailed idea of everything that is needed here, don't hesitate to contact **Zumex Food Engineering**.



• **Combination of the above**

Most businesses start by choosing one of the above, because it's important not to lose focus; but quickly, as sales grow, combine methods to be able to offer sale online, in addition to local. Many businesses also bet on having a place that serves as a brand image, in addition to producing in the factory.

"Before venturing it's good to study and see if there is a certain acceptance for your products in the market"

Where you should start?

There is no recipe for success. If we can give you one piece of advice, given our experience, it would be this: "Entrepreneurs who have launched successful juice companies are those who are passionate about what they do, believe they can help improve people's health through nutrition and are willing to overcome all the challenges to achieve their goal".

As in any business, before venturing it's good to **study and see if there is a certain acceptance for your products in the market**. Always try to do small tests before making a larger investment.

You need help to design the space or equip your business.

—

AT ZUMEX FOOD ENGINEERING WE ARE EXPERTS AND WE CAN ADVISE

[Contact us](#)

3 What should I consider before starting my business?

Before you start your **Cold-Pressed juice business**, you need to ask yourself a series of questions that will shape the future of your business. These decisions depend on how you view the world and business, as well as the specific circumstances of your country or region. Of course, the first decision is to define what type of business you are going to start with; then, of course, you should **answer these questions:**



Organic or conventional juice?

Plastic or glass?



3.1 Organic or conventional juice?

An **organic product** is any product that comes from raw materials that have been grown **without chemical additives and whose seeds have not been genetically modified**. Seals exist in most countries around the world to identify this type of food.

The **USDA Organics Regulations** in the United States or the **European Union regulations on organic farming** are some examples.

Conventional, on the contrary, is everything that is not accredited as ecological. This would include, for example, nearby products that have been grown without pesticides but do not bear the corresponding quality seal.



Points in favour of organic production:

- 

Consumption of organic products is growing every year
- 

The impact on the planet is minor, which helps to preserve it
- 

The product will be perceived as being of higher quality by consumers
- 

The flavour of juices and products improves

Points against it:

- 

The raw material is more expensive, making the final product more expensive
- 

The number of potential customers is limited
- 

There are fewer providers
- 

Need to overcome certain additional regulations



3.2 Plastic or glass?

When thinking about packaging your bottles, the main dilemma arises as to whether we should use plastic or glass.

PLASTIC



The positive points of using plastic are:

- More economical.
- Only option for juices that have undergone **HPP**, processing, as the glass cannot withstand the pressure of this method of preservation.



The negative points are:

- Contains more harmful elements.
- Less recycling than glass (even though there are fully recyclable plastics)

GLASS



The advantages of glass are:

- Recycled almost entirely.
- It's healthier.
- It can allow preservation thanks to other methods such as UV rays (although these are not as developed as HPP).



However:

- More expensive than plastic.
- The juice cannot be processed by HPP.

In conclusion

If the duration of your juices must be more than 3 days, it makes sense to use plastic containers. If, on the contrary, you are going to set up a juice bar and can only produce what you are going to sell **in 2-3 days, betting on glass is the interesting option.**



+3days
plastic

up to 3days
glass or plastic



3.3 Basic regulations

It's important to know your country's specific food regulations.

It's important to know **your country's specific food regulations.**

In almost every country, the department or Ministry of Health is responsible for regulating the rules applicable to your business. It complies with basic **hygiene and sanitation regulations** that guarantee that the product reaches the final customer in optimum conditions.

In addition, you'll have to apply for the corresponding **business start-up license**, which is independent of the sanitary registry and that any company, whatever its nature, must have.

Additionally, if you are going to work **with organic product**, you'll have to comply with the regulations of the supervisory body designated by each country or state.



3.4 Location and size

The decision you have made about the type of business you start will have a decisive influence on the location.



If your company is going to focus on home delivery:

- A small place.
- Quiet area of your city, but accessible for the distributors.



If you want to create a juice bar:

- The size of the premises will depend on the products you want to offer and the expenses you plan to assume. A **deep analysis of prices** in potential or growing areas of your city is necessary before starting.
- **The ideal location** will be in passageways, central areas or those that are becoming fashionable; those with the most innovative restaurants or those that follow the latest trends in design, innovation, cultural offer...



Finally, whether the business is wholesale oriented:

- The ideal location is **close to your suppliers' fields**, so that the product arrives as fresh as possible. This maximizes taste and performance.
- **Fast access to roads and highways** is also important. Shipments to distributors and customers are optimized.
- It is advisable to **think of a large enough surface area** so that if the business grows, you don't have to change locations too quickly.

4 Mastery: Zumex's industrial Cold Press solution

Mastery
Cold Press new Generation

How to choose the most suitable cold pressed juice extractor?

Depending on the type of business, your basic needs will be one or the other. If your juice bar is going to have a certain size or if you are going to dedicate yourself to large distribution, you will need an **industrial Cold Press machine like Zumex Mastery**.

If, on the other hand, you're setting up a small home delivery company or small juice bar, you can probably start with a **commercial fruit & vegetable juicer**.



Mastery can cope with everything



SOFT FRUIT



HARD FRUIT



GREENS



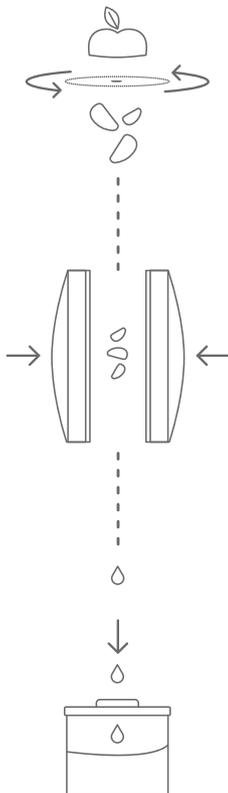
MIX

Mastery represents **Zumex's cold pressing cold pressing system** for all types of fruit and vegetable juices. This innovative model stands out for its efficiency in shredding and power, with a Brushless motor and features that optimise the performance of the machine.

In addition, the machine offers many **advantages that facilitate and improve operation**. For example, its **11 Tn power press** is more compact than any other in its class, being able to offer a juice of the highest quality. Mastery is robust but has an attractive and functional design that protects motors, switchboards and pressure group from splashes and shocks.

Cold pressing of fruits and vegetables

Mastery combines power, precision, technology and a functional and attractive design - a perfect solution for creating Cold-Pressed juices of all flavours.



Why bet on Mastery?

- **For its easy handling.**

Its short and folding hopper, with integrated pusher, helps you to work with more agility, security and hygiene. The load is easier, and the greater thrust is effortless.

- **For its power and efficiency.**

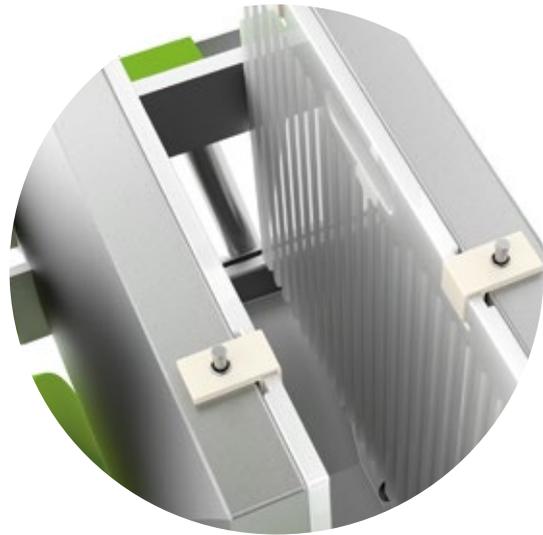
Mastery has a **powerful brushless motor** that provides the greatest torque at any speed adapting its capacity to each type of fruit or vegetable. This improves fuel consumption compared to conventional engines.

• **For its production capacity and juice quality**

With Zumex Mastery you can collect up to **30 gal/h | 110l/h of juice**. At the same time, its high hardness scratching discs and its juice collection system, with filter to eliminate undesirable particles included, minimize the contact with air to a maximum.

30 gal/h
de zumo

110 l/h
de zumo



• **For its control panel and versatility**

All functions of the machine are controlled in real time from the area of operation of speed and crushing and pressing times.

In addition, its panel offers a variety of **pre-determined and customizable programs** to optimize performance.

• **For your security.**

Mastery incorporates an emergency stop and presence sensors in the pusher, overload protection and emergency mushroom. **On the other hand, it has all kinds of quality and safety certifications such as NSF, EMC or KSA.**



ON-OFF SAFETY SENSORS



OVERLOAD PROTECTION



EMERGENCY STOP BUTTON



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FARE**
EST. 1975
HEALTHY FOOD FOR EVERYONE

Don't miss this Mastery success
story at Earth Fare,
US organic supermarket

Get to know it

5 Checklist

To resume, here is the basic checklist before starting a Cold Press project:

CHOICE OF BUSINESS TYPE:

- Home delivery
- Juice bar
- Wholesale Distribution
- Combination of the above

ADDITIONAL CONSIDERATIONS:

- Organic or conventional
- Plastic or glass
- Location
- Size
- Study of basic regulations

EQUIPMENT

- Selection of the cold pressed juice extractor



Do you need advice to set up a cold pressed juice business?

Do you have doubts about the profitability of the business?

Contact with Zumex Food Engineering



www.zumexfoodengineering.com