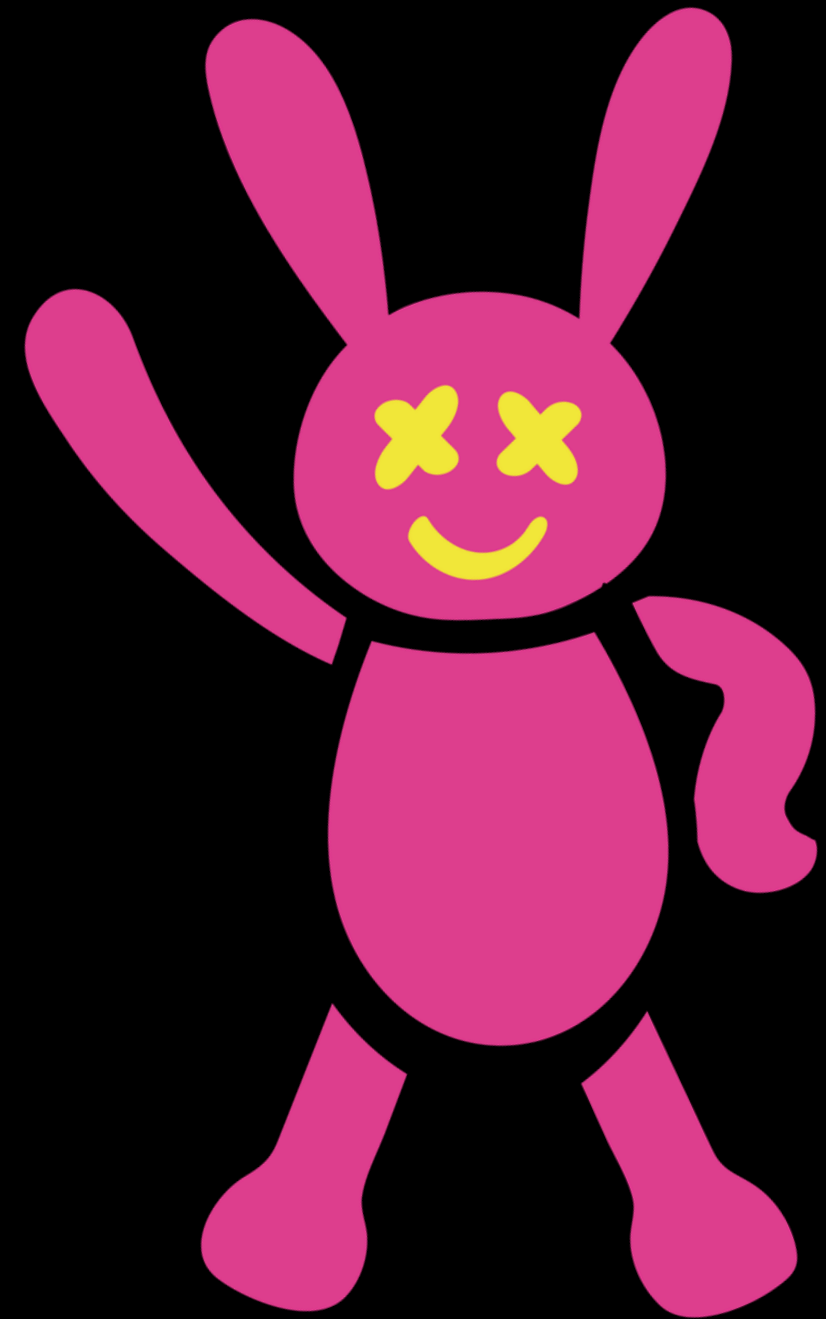


INTERNATIONAL FRANCHISE PROPOSAL



BRAND INTRODUCTION

INTRODUCING JUICY SALLY

Juicy Sally is the newest brand from Sour Sally Group, built at the intersection of health-minded beverages, youth culture, and character-led brand love. This is a juice-first concept powered by real fruit, cultured yogurt elements, and benefit-driven recipes. All wrapped in a vibrant pink brand color that gives the brand stronger visibility, stronger memorability, and a more ownable visual code across kiosk, cup, merchandise, and social content.

Wellness should taste good, look good, and live in culture. That is why it is called #JuiceswithBenefits. Every drink is built to deliver a craveable flavor story with a healthy function, from refreshment and fiber to energy, cultured yogurt goodness, and a cleaner finish.

- Juice and Culture as priority: real fruit drinks with functional appeal and social energy
- #JuiceswithBenefits: a healthy menu architecture made craveable, not clinical
- J-U-X as the hook: a lovable IP that adds memorability, collectability, and hype
- Healthy without the boring: strong visuals, bold flavors, and a brand voice with attitude

J-U-X -- The Brand Character

J-U-X is a pink rabbit mascot designed to be culturally relevant with Gen Z. The character is not just a logo -- it is a collectible IP asset on a roadmap from kiosk sticker to limited-edition fashion collab to digital personality.

- J-U-X appears on every cup, bag and piece of packaging
- Collectible plush dolls bundled with product at launch
- Designed to drive social sharing and community identity
- IP strategy benchmarked against the most successful character IP F&B formats in Asia



THE MARKET PROBLEM

THE HEALTH AND WELLNESS CRISIS IN NUMBERS



THE HEALTH REALITY

- Non-communicable diseases (NCDs): Remain the leading cause of death globally, responsible for 74% of all deaths (approx. 41 million people annually). Unhealthy diets and physical inactivity are the top modifiable risk factors.
- Global Diabetes Crisis: As of 2024, approximately 589 million adults worldwide are living with diabetes (an 11.1% prevalence). Furthermore, an estimated 634 million adults have impaired glucose tolerance (pre-diabetes).
- Obesity Rates: In 2024, roughly 30% of adults globally are living with obesity, while 66% are classified as either overweight or obese. This mirrors the rising trend seen in the Indonesian data.
- Label Awareness: Globally, there is a massive shift toward transparency; approximately 60–70% of health-conscious consumers now report checking nutritional labels regularly before purchasing.

SOURCES

- WHO Global NCD Progress Monitor & Fact Sheets (2024/2025)
- IDF Diabetes Atlas, 11th Edition (2024)
- Research and Markets: Functional Beverages Global Market Report (2024)
- Global Market Insights: Halal Foods Market Size & Forecast (2025–2034)
- SkyQuest: Ready to Drink Beverages Market Trends (2024–2033)

THE MARKET OPPORTUNITY

- Global Functional Drinks Market: Valued at approximately USD 164.4 billion in 2023, it is projected to grow to USD 278.1 billion by 2030, with a steady CAGR of 7.8%
- Asia-Pacific functional beverages: USD 107.37 billion in 2025, growing at 8.22% CAGR through 2031.
- Ready-to-Drink (RTD) Healthy Beverages: The global RTD market was valued at USD 94.8 billion in 2024 and is poised to reach USD 168.6 billion by 2033, growing at a 6.6% CAGR
- Global halal food and beverage market is valued at over USD 1.4 trillion, serving 2+ billion consumers.

**THE ANSWER: FUNCTIONAL DRINKS THAT
TASTE INCREDIBLE**

BRAND STATEMENT

WHY JUICY SALLY ?

Juicy Sally's product is a functional smoothie brand that makes wellness a cultural act rather than a medical obligation. Every drink is built around a specific health outcome: probiotic culture, collagen, protein, fiber, Vitamin C, and wrapped in a brand identity that earns its place on any social feed in any market it enters.

What Juicy Sally solves

A brand that sits between three things at once:

craveability, functionality, and shareability.

Not clinical wellness. Not empty sugar hype.

A better-for-you drink brand people actually want to buy, hold, and post.

Positioning

- Functional drinks with real consumer-friendly benefit stories
- Yogurt-led signatures that create brand distinction
- Youthful, social-first identity
- Small-footprint format with franchise scalability
- Flexible menu architecture for regional adaptation



JUICY SALLY

VISION & MISSION

VISION

Be Southeast Asia's most iconic functional beverage brand for next-generation tastemakers.

MISSION

- Turn functional beverages into something people crave, share and identify with
- Pair drinks with locally relevant functional food for complete benefit-forward meals
- Build a community-first brand that creates owned reach in every market it enters



BRAND ELEMENT

Tagline

Campaign Platform

Hero Product Claim

Mascot

Community Name

Brand Tone

Visual Identity

Format

EXPRESSION

#JuiceswithBenefits / Sip. Slay. Repeat.

THE DROP NEVER STOPS

Indonesia's First Yogurt Macchiato

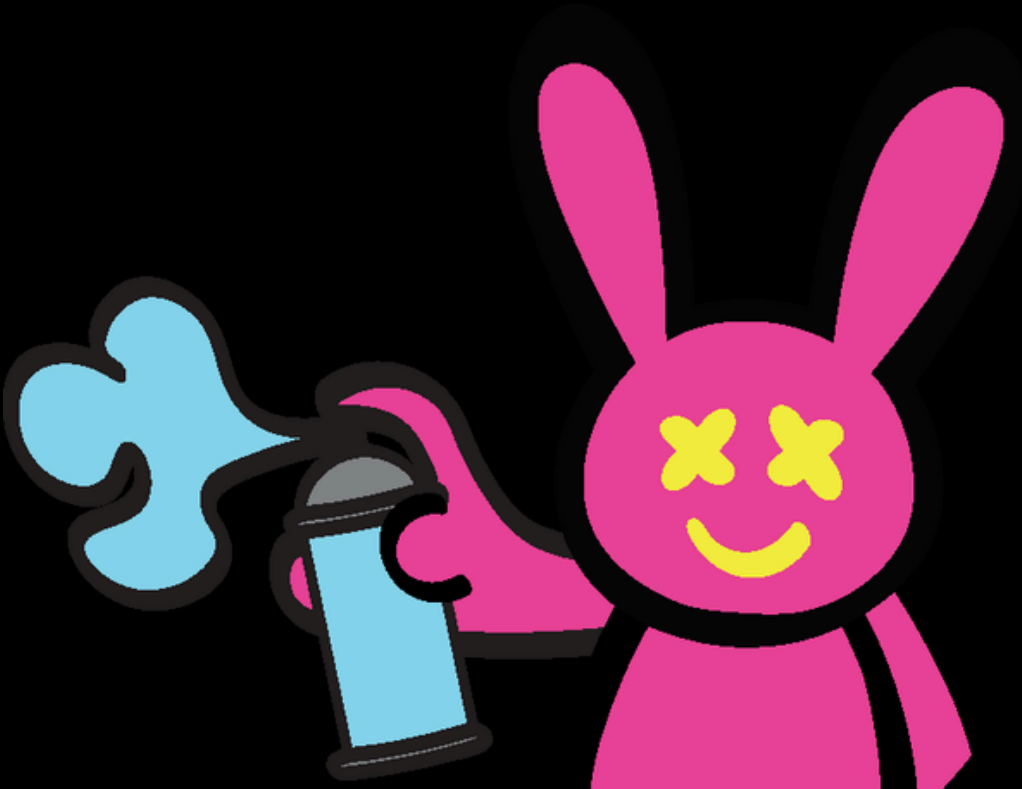
J-U-X, the pink rabbit, collectible IP character

JWB (Juicy With Benefits)

Benefit-forward, confident,
irreverent, a little chaotic, Gen Z

Hot pink, black, neon yellow

Mall kiosk, 12-18 sqm, engineered for UGC



THE SOUR SALLY GROUP ADVANTAGE

JUICY SALLY IS CULTIVATED FROM SOUR SALLY'S 18 YEARS OF PROVEN FNB INFRASTRUCTURE.



TRACK RECORD

150+ stores. 30 cities. 4 countries. 18 years of continuous operations.



CUSTOMER SCALE

15 million customers per year. 100+ million cups sold since 2008.



INTERNATIONAL FRANCHISE

Active master franchise agreements in UAE (Dubai) and Philippines. KSA pipeline in progress.



HALAL

MUI Halal Certified. Directly satisfies mandatory compliance requirements in Malaysia, UAE, Saudi Arabia and Brunei. Recognized across ASEAN.



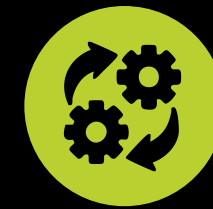
AWARDS

Top Brand Award 2016 -- Best Frozen Yogurt Brand in Asia (Influential Brands). 2024 Global Recognition Award for advancing Indonesia's frozen yogurt industry.



TECHNOLOGY

Digitalized POS, ERP and financial reporting infrastructure. Franchisees onboard into a working system, not a blank spreadsheet.



SUPPLY CHAIN

Centralized, halal-verified procurement across all active cities. Cold chain managed at group level.



R+D PIPELINE

Yogulato (FMCG line), Sour Sally Green (cafe format). In-house corporate chef and product development capability.



WHY CHOOSE JUICY SALLY

FIVE REASONS JUICY
SALLY IS BUILT TO WIN
AND BUILT TO SCALE



WHAT IT IS



WHY IT MATTERS



01

#JuiceswithBenefits

Every SKU delivers a named, verifiable functional benefit: probiotic culture, marine collagen, whey protein, Vitamin C, dietary fiber in real-fruit drinks that taste great.

Health claims are specific and defensible. The product earns its positioning without relying on generic wellness language.

02

First Mover

Indonesia's first Yogurt Macchiato series, a cafe-format drink built on a live probiotic yogurt base. No competitor has this at kiosk scale in any market.

A category you create cannot be copied before you own it.

03

UGC-First Design

The store, the packaging and the J-U-X character are all engineered to make customers stop, photograph and post without being asked.

When product design drives organic content creation, acquisition cost per customer drops.

04

The Drop Culture

Limited-edition SKUs, seasonal packaging and J-U-X IP collectibles create repeat-visit urgency independent of thirst.

Customers return for the drop, not just the drink. Zero-cost retention.

05

The SSG Backbone

18 years of F&B operations, halal supply chain, POS and ERP systems, and an international franchise network already operating in 4 countries.

Franchisees are joining a proven operating group with a new brand, not betting on an unproven concept.

PRODUCT UNIVERSE OVERVIEW

PRODUCT UNIVERSE
OVERVIEW

Juicy Sally is built on six product categories. Each targets a distinct functional benefit and purchase occasion. The Upgrade Your Drink booster system creates a personalization layer across all categories. Menu development for international markets is fully flexible, we work with each franchise partner to build a locally relevant, benefit-aligned menu for their territory.



CATEGORY	ANCHOR CLAIM	HERO SKU	PRIMARY BENEFIT
● SMOOTHIES	Real fruit, probiotic-boosted, White Probiotic base in every cup	Midnight Sakura Glow & Banana Na-na-na-na	Glow, gut, hydration, energy, protein
● REFRESHING	Low-calorie functional botanicals, benefit-forward flavors	Whip-Blue / Masih Ingat Gadis Kretek	Energy, focus, fiber, immunity
● MAKE YOUR OWN JUICE	Fresh fruit blend, customer-selected, full vitamin spectrum	Holy Trinity (3 fruits)	Pure vitamins, maximum personalization
● CAFFEINE / YOGURT MACCHIATO	Indonesia's first Yogurt Macchiato -- live probiotic culture in a cafe-format drink	Psychoco / Matcha Corn Collagen Latte	Gut support, focus, skin, energy
● LOCAL MENU DEVELOPMENT	Co-developed with the franchise partner to reflect local tastes and functional preferences	To be defined per territory	Aligned with the #JuiceswithBenefits platform

Menu localization is a core part of the Juicy Sally franchise offer. We bring the functional platform, the brand identity and the product R+D capability. The franchise partner brings local market knowledge. Together we build the right menu for each territory.

SMOOTHIES: #JUICESWITHBENEFITS

REAL FRUIT. LIVE PROBIOTIC.
A SPECIFIC BENEFIT IN
EVERY CUP.

The Starships are Juicy Sally's flagship smoothie line. Thick, photogenic drinks made from real fruits with a live probiotic yogurt culture running through every recipe. Every SKU is named for its benefit, not just its flavor. Customers know what they are getting and why it works for them.



SKU		BENEFIT
Waikiki Beach Body	→	Glow + Hydration
Beach Flirt	→	Hydration + Gut Health
Purple Lion	→	Brain + Hydration + Gut Health
Electric Berry	→	Skin + Antioxidant Boost
Veggie Queen	→	Daily Greens + Immunity

- White Probiotic base: live and active probiotic culture derived from yogurt fermentation, present in every smoothie SKU
- All smoothies available in three cup sizes: Cute, Bold and Perfect
- Every Starship is upgradeable via the Booster System



THE ENTRY POINT AND THE PERSONALIZATION ENGINE

REFRESHING SERIES

Flat-rate canned and signature drinks at a more affordable price. The accessible entry price point for first-time Juicy Sally customers who want functional benefits without committing to a premium smoothie.

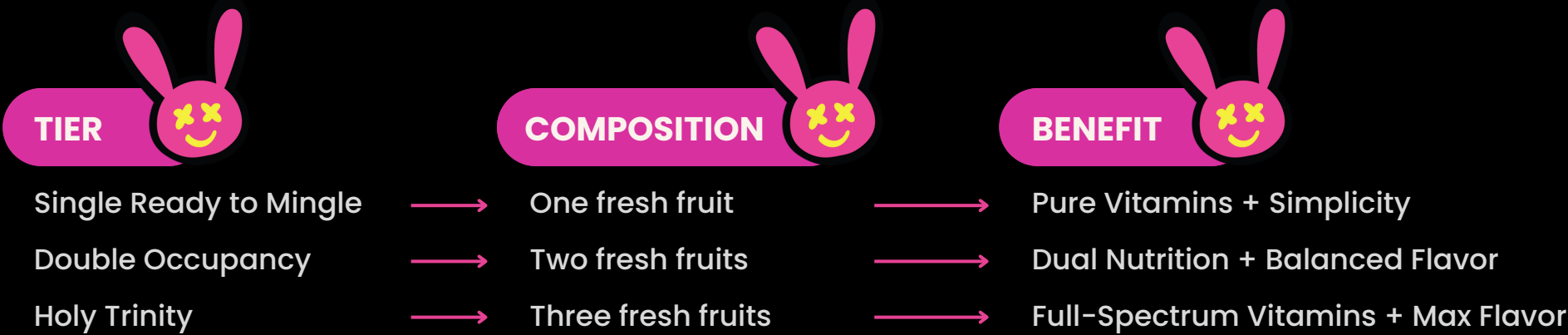


This category is the lowest-friction entry product for first-time customers in any market. The accessible price point introduces the brand. The benefit story keeps them.



MAKE YOUR OWN JUICE

A customization format that lets the customer build their own fresh-fruit blend. Made from whole fresh fruits. The natural sweetness comes entirely from the fruit. No syrups, no concentrates.



Available fruits: Golden Mango, Red Strawberry, Wild Blueberry, Sweet Muscat Grape, Green Apple, Fresh Banana, Young Coconut, Golden Pineapple

Menu customization for international markets: fruit selection can be adapted to locally available seasonal fruits per territory, maintaining the benefit claim structure up to 20%.

CAFFEINE SERIES: INDONESIA'S FIRST YOGURT MACCHIATO

THE WORLD'S MOST FUNCTIONAL
LATTE -- **LIVE PROBIOTIC
CULTURE IN EVERY CUP.**

THE YOGURT MACCHIATO CATEGORY

Juicy Sally launched Indonesia's first Yogurt Macchiato, built on a live probiotic yogurt base. Every drink in this category delivers the full health benefit stack of yogurt: gut-health support, digestive wellness and the natural detox properties of active probiotic culture. The format is familiar (it looks and drinks like a latte) but the functional content is entirely new.

SIGNATURE YOGURT MACCHIATO DRINKS

These three signature drinks also run on the probiotic yogurt base, making them functional Yogurt Macchiato drinks in their own right.

SKU		BENEFIT
Sea Salt Protein Latte	→	Energy + Muscle Fuel
Psychoco	→	Energy + Focus
Matcha Corn Collagen Latte	→	Calm Focus + Skin Support

SIGNATURE SKU		BENEFIT
Blue-Coco Van Gogh	→	Hydration + Superfood Glow
Banana Na-Na-Na-Na	→	Energy + Protein
Midnight Sakura Glow	→	Detox + Gut Reset



FUNCTIONAL FOOD: LOCAL MENU DEVELOPMENT

EVERY MARKET GETS
A MENU BUILT FOR IT.



In Indonesia, Juicy Sally pairs its drinks with a Protein High-Fiber Onigiri series built on Alchemy High-Fiber Rice. The food category is designed to turn the kiosk into a glow-meal destination: something to drink, something to eat, a complete functional visit. For international franchise partners, we bring this same philosophy but co-develop the food menu to reflect local tastes, available ingredients and regulatory requirements.

THE INDONESIA REFERENCE: ALCHEMY HIGH-FIBER RICE

- 10x more dietary fiber than standard white rice (standard cooked white rice: ~0.4g dietary fiber per 100g; Alchemy rice: ~4g per 100g).
- Lower glycemic index, reduces post-meal glucose spike vs. standard white rice
- Hidden whey protein powder incorporated into the rice base



Oni-Mentai Salmon
Oni-Beef Yaki
Oni-Uduk Shrimp Balado



High fiber + skin glow + lean protein
Double protein + high fiber + low GI
10x fiber + lean protein + local flavor

FOR INTERNATIONAL FRANCHISE PARTNERS

- We will collaborate on the creation of local snacks to support the menu bundles. Snacks will need to be sourced and produced locally to bring local adaptations to the brand.
- You bring local flavor knowledge, available ingredients and regulatory context
- Together we build a food menu that is locally loved and benefit-forward
- The #JuiceswithBenefits positioning applies to every food item as much as every drink

PRODUCT OFFERING

THE DRINKS THAT
BUILD THE BRAND

SMOOTHIES



WAIKIKI
BEACH BODY

Yogurt, Coconut Water, Marine Collagen, Strawberry, Mango, Yogurt Foam
Glow + Hydration



UNICORN
PARTY

with Yogurt Macchiato
Dragon Fruit, Sweet Mango, Sunkist Orange, Blackcurrant, Blue Spirulina, White Probiotic, Popping Candy
Berry Pop + Antioxidant Boost



BERRY
CONSPIRACY

with Yogurt Macchiato
with a scoop of Sour Sally Yogulato
Fresh Strawberry, Sweet Mango, White Probiotic, Strawberry Jam
Clean Detox + Gut Health



VEGGIE
QUEEN

Cucumber, Green Apple, Golden Pineapple, Spinach, Kale, Vitamin C, Yogurt, Yogurt Foam
Daily Greens + Immunity



SIGNATURE



BLUE-COCO
VAN GOGH

Golden Pineapple, Fresh Longan, Young Coconut, Yogurt, Blue Spirulina, Yogurt Foam
Hydration + Superfood Glow



BANANA
NA-NA-NA-NA

Fresh Banana, Milk, Whey Protein, Sour Sally Cookie Dough, Dark Chocolate, Caramel Crumble, Yogurt
Energy + Protein



MIDNIGHT
SAKURA GLOW

Red Strawberry, Coconut Water, Marine Collagen, Milk, Chia Pudding, Black Sakura Yogurt
Detox + Gut Reset

CAFFEINE



SEA SALT
PROTEIN LATTE

Espresso, Milk, Whey Protein, Sea Salt Cream
Energy + Protein



PSYCHOCO

Dark Cocoa, Almond Butter, Fresh Banana, Milk, Whey Protein, Yogurt, Yogurt Foam
Energy + Focus



MATCHA CORN
COLLAGEN LATTE

Ceremonial Matcha, Corn Milk, Collagen
Calm Focus + Skin Support

PRODUCT OFFERING

THE DRINKS THAT
BUILD THE BRAND



REFRESHING



WHIP-BLUE
Coconut Water, Aloe Vera, Blueberry, Butterfly Pea Flower
Energy + Focus



MASIH INGAT GADIS KRETEK?
Osmanthus, Dried Sunkist Orange, Star Anise, Cloves
Warming + Immunity



OSMANTHUS MUSCAT TEA
Muscat Grape, Osmanthus, Low-Cal Konjac Jelly, Chia Seeds, Mint
Refreshing + Fiber Boost

UPGRADE
YOUR DRINK

Coffee	Fiber
Collagen	Probiotic
Protein	Matcha
Sea Salt Foam	Oatmilk
Vitamin C	

MAKE YOUR
OWN JUICE

SINGLE READY TO MINGLE

Your choice of one fresh fruit
Pure Vitamins + Simplicity

DOUBLE OCCUPANCY

Your choice of two fresh fruits
Dual Nutrition + Balanced Flavor

HOLY TRINITY

Your choice of three fresh fruits
Full-Spectrum Vitamins + Max Flavor

FRUIT CHOICES:

Golden Mango	Green Apple
Red Strawberry	Fresh Banana
Wild Blueberry	Young Coconut
Sweet Muscat Grape	Golden Pineapple

FUNCTIONAL
PUDDING SERIES

MARINE COLLAGEN & WHEY PROTEIN
One glows your skin. One builds your muscle.



THE MATCHA BOUNCE
Japanese Silky Pudding, Premium Ceremonial Matcha, Marine Collagen



PROTEIN BOUNCE
Japanese Silky Pudding, Whey Protein

PROTEIN HIGH-FIBER ONIGIRI SERIES
ALCHEMY™ HIGH-FIBER RICE + WHEY PROTEIN POWDER



ONI-MENTAI
SALMON

Alchemy™ High-Fiber Rice, Salmon Mentaiko, Hidden Whey Protein, Nori



ONI-BEEF
YAKI

Alchemy™ High-Fiber Rice, Beef Teriyaki, Egg, Hidden Whey Protein, Nori



ONI-UDUK
SHRIMP BALADO

Alchemy™ Low-Carb Nasi Uduk (Coconut Rice), Spicy Shrimp Balado, Hidden Whey Protein, Nori



STORE CONCEPT

KIOSK FORMAT:
ENGINEERED FOR UGC,
BUILT TO REPLICATE



PARAMETER



SPECIFICATION



Format	Mall kiosk / island
Size Range	15 sqm
Location	High foot traffic: cinema vicinity, food court, transit hub, main lobby
Crew per Shift	2 to 3 staff, peak-hour SOP optimized
Operating Hours	Mall hours -- typically 10am to 10pm
Visual Identity	Hot pink, black, neon yellow with J-U-X integration
Key Visual Elements	LED ticker, J-U-X ear props, 'Sip. Slay. Repeat.' on fascia
Adaptability	Standard template works in Grade A malls and high-street formats globally
Localization	20 to 30% visual customization allowed per territory without breaking brand identity

DESIGN PHILOSOPHY

Every Juicy Sally kiosk is a content creation machine. The design is not decorative, it is a marketing asset. The J-U-X character, the pink color intensity and the visual density are all intentional to make customers stop, photograph and post. It gives the brand stronger visibility, stronger memorability, and a more ownable visual code across kiosk, cup, merchandise, and social content.

- Social-first design: optimized for TikTok and Instagram content output
- Compact format: lower CAPEX for franchisees, faster payback period vs. full store
- Standardized layout: consistent customer experience across every outlet in every country
- Plug-and-play buildout: approved vendor list, store build manual and design files provided to all franchisees

STORE VISUAL



TARGET AUDIENCE

PRIMARY: 18 TO 34,
URBAN, HEALTH-AWARE,
FOMO-DRIVEN.

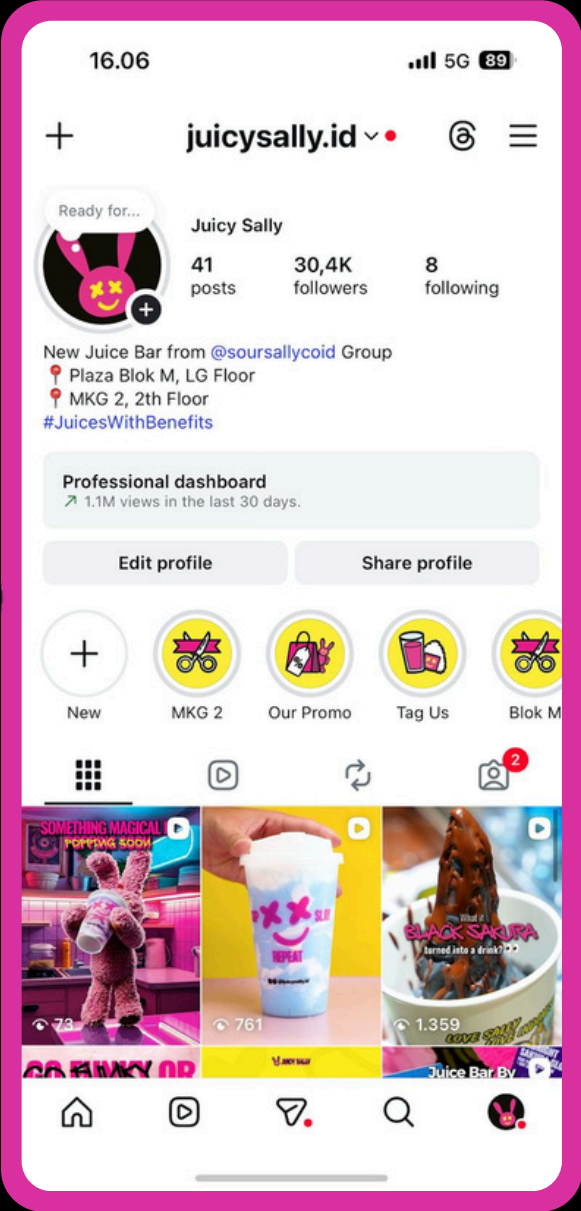
The Juicy Sally customer is the same archetype across every market we enter: a young urban consumer who is aware of what goes into their body, values products that deliver real outcomes, and makes purchasing decisions based on both function and social currency. The category language, the brand identity and the product design all speak to this person.



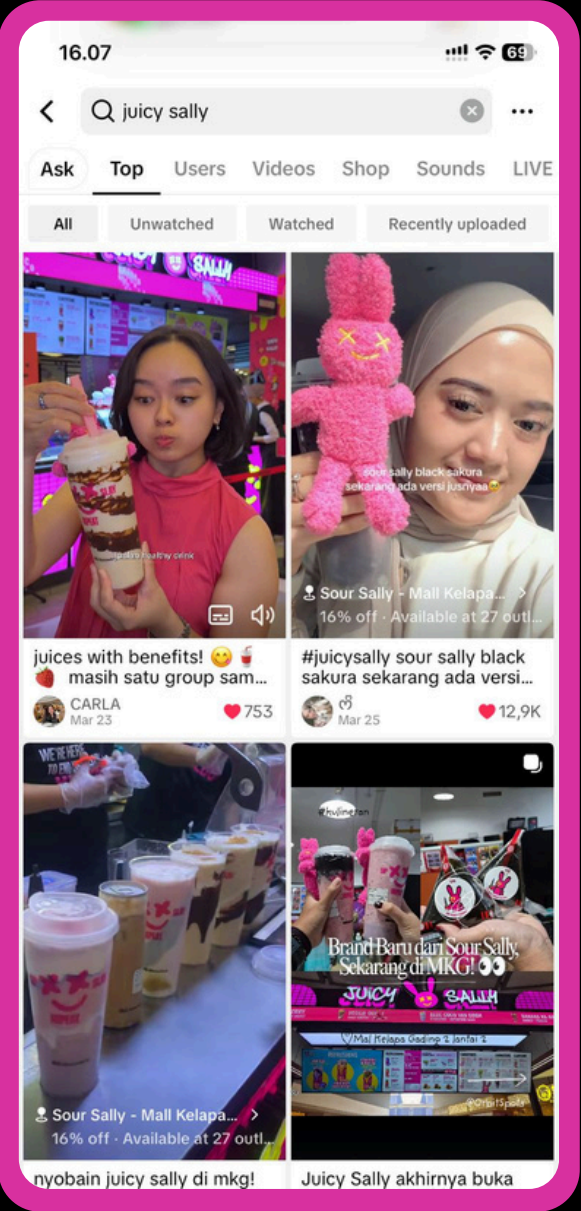
PERSONA 	WHO THEY ARE 	WHAT BRINGS THEM TO JUICY SALLY 
● The Active Consumer	Female or male, 20 to 28. Active lifestyle, macro-tracking, strong social media presence. Prioritizes functional nutrition without sacrificing taste or aesthetics.	A drink that works for the body and looks great in a post. The booster system lets them build their own functional stack.
● The Discovery Driver	Student or young professional, 18 to 24. Early adopter. Drives discovery culture in their peer group. The first to find a new brand in any city.	Limited-edition Starship drops and J-U-X collectibles. They find it first. Their network follows.
● The Daily Wellness Professional	24 to 34. Desk job, health-conscious, wants a daily ritual that performs. Values premium positioning but makes practical decisions.	Psychoco or Sea Salt Protein Latte. Tastes like an indulgence. Works like a supplement.
● The Health-Aware Household Buyer	28 to 38. Reads labels. Buys for the household. Responds to verified benefit claims over trend-driven marketing.	#JuiceswithBenefits platform -- specific, named benefits they can verify. The brand earns their trust.
● The Workplace Wellness Influencer	28 to 40. Drives group food decisions. High average order value. Positions health choices as a social identity marker.	Matcha Corn Collagen Latte. Premium, benefit-forward, easy to recommend and share with a team.

SOCIAL MEDIA ACTIVITIES

VIRALITY IS THE NEW MARKETING



30k followers in less than 3 months of marketing



Hundreds of UGC Blast



Influencer Grand Opening Participation



Official ribbon cutting by COO

WHAT WE PROVIDE AS FRANCHISO

WE DO NOT SELL YOU A
BRAND. WE GIVE YOU AN
OPERATING SYSTEM.



01 SOPS + RECIPE MANUAL

Complete operational guide for all product categories. Adapted for crew in the franchise market's language and regulatory context. Printable, laminate-ready, kiosk-formatted.



02 MENU + PRODUCT IP

Full recipe library with ingredient specs, COGS data and functional benefit claims. Updated per seasonal drop. Local menu co-development included for each territory.



03 STORE BUILD MANUAL

Approved kiosk design files, vendor guidance, fit-out specifications and minimum visual identity standards. Adaptable to local construction norms and mall formats.



04 TRAINING PROGRAM

Initial training at SSG HQ, Indonesia. Remote refresher modules for ongoing crew onboarding in any territory.



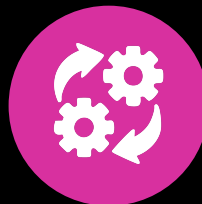
05 MARKETING + BRANDING PACKAGE

Brand guidelines, seasonal campaign assets, social media templates, digital advertising support and influencer activation playboo, localized per market.



06 TECHNOLOGY + SYSTEMS

POS system, ERP integration and financial reporting dashboard. Delivery platform setup guidance for local food delivery services.



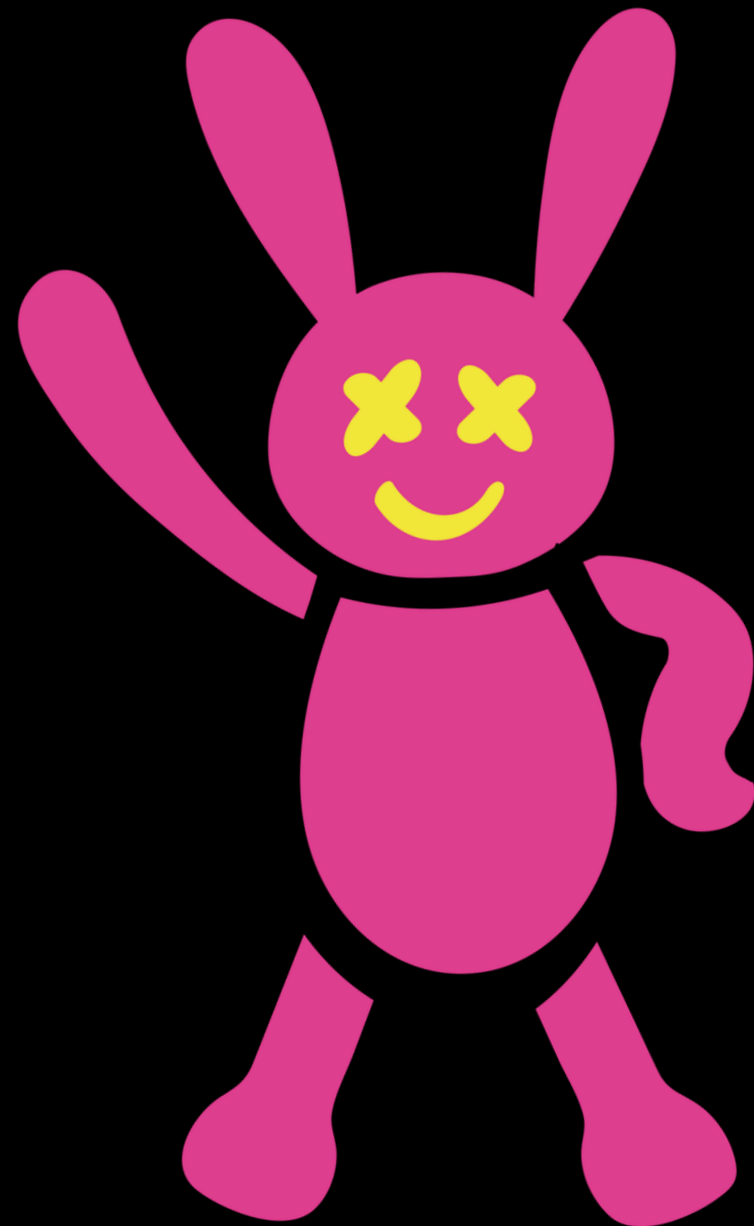
07 SUPPLY CHAIN ACCESS

Halal-verified core ingredients. Local supply chain co-development for market-specific SKUs and the food menu.



08 ONGOING SUPPORT

Dedicated BD contact, quarterly performance review, product quality audit and community marketing support throughout the partnership.



CONTACT AND NEXT STEPS

Artisan Franchise Agency

www.artisan-franchise-agency.com

Carlos De Leon

Managing Principal

Phone +1 972 489 2753

Email artisan@franchise-agency.com