



Franchisor

The franchisor provides for franchisees:

- Operational vending machines, KEG barrels with beverages
- Sales information and supply chain logistics
- IT system management and operational control
- Individual support for loyalty programs
- Centralized advertising and marketing
- Project training
- Advertising on self-service vending machines and related revenues
- Participation in campaigns, branding, and promotion
- Exclusivity under agreed growth conditions and advertising revenues.

Franchisee

Eligible franchisees include:

- Fruit/vegetable growers who can add value by processing their harvest
- Food enterprises (juice presses) that can increase profits by operating self-service vending machines
- Entrepreneurs who recognize the potential of the growing healthy nutrition market
- Franchise agreements are for **6 years**, with the option of contract extension or machine buyout.

Franchisee Operational Costs:

To operate, the franchisee must purchase a minimum of **5 self-service vending machines** from the franchisor (valued at €65,000), with independent decision-making on their placement.

Franchisees must also provide operational facilities including:

Refrigerated storage with capacity for at least 10 KEG barrels of 20 Liters

At least one vehicle with a refrigerated compartment for the distribution of KEG barrels to machines

Operating Costs under Franchising:

Regular monthly turnover fee

Marketing fee based on turnover

Advertising fee for promotion on the self-service vending machines

Why Invest?

Market Leadership: The investment recipient is a global leader in innovation, technology, and quality in its segment.

Proven Product & Know-how: A globally unique sales model, proprietary technology, and premium-quality juices.

Real Demand: Verified pilot sales of 20,000 portions.

High Returns: Strong profitability potential.

Additional Revenue Streams: Sales of mineralized waters in Línia zdravia vending machines and advertising revenues.

Vision for the Future

The goal is to build a **global network of juice vending machines**, similar in identity to McDonald's – with a focus on **quality, sustainability, and trust**.

Expansion abroad: first into **EU markets**, and later into major **world metropolises**.

