



INVEST IN A
FRESH
AND HEALTHY
OPPORTUNITY



OUR MISSION

Acai Express's fruit-packed bowls of sun-drenched goodness invite our customers to savor the taste of a healthy lifestyle. Our acai bowls are a gift to the explorers and the wild-at-heart. To the health-conscious who love having fun. To free spirits who believe life needs more flavor. Our menu of high-quality, organic ingredients and acai fruit pays tribute to the healthy surfer lifestyle. There's the "Surfer Bowl", the "Rainbow Bowl", the Wolfpack Bowl" (named after a Puerto Rican Jiu-Jitsu academy) and more. Each bowl, smoothie and juice is an invitation to the curious-minded to join us in a nourishing adventure. We're expanding to the U.S. in 2018 and hope you'll join our franchise family there.



OUR BEGINNING

Our story starts with crashing waves and bustling street corners. In July 2013, Hector Westerband, an avid surfer, founded Acai Express in his homeland of Puerto Rico.

Beginning with a single food truck in Guaynabo, Hector wanted to promote a healthy lifestyle centered around the nutrient-rich acai berry. The rapid popularity of his food truck meant he quickly expanded the brand to open franchises elsewhere on the island (twelve locations in Puerto Rico as of 2018...)



THE INGREDIENTS
IN OUR ACAI BOWLS AREN'T
ONLY DELICIOUS;
THEY'RE 100% UNIQUE



ENVIRONMENTAL SUSTAINABILITY

OUR VALUES

Acai Express is dedicated to promoting organic, sustainable farming.

Our acai berries are grown within the Amazon rainforest. This discourages deforestation, which usually occurs so the population can farm cattle and corn for the ethanol industry. Demand for acai berries gives the Brazilian people an incentive to preserve the rainforest in order to harvest them. We also support local farmers and businesses, and buy organic, local produce wherever possible. Because we believe that healthy lifestyles are flavorful lifestyles, we work hard to source the highest-quality and most fresh, delicious ingredients available.



SUPERFOODS FOR THE BODY

OUR ACAI

The story took another turn when, in the summer of 2015, Hector traveled to the city of Belem in Brazil's Amazon rainforest. There, he learned about the acai berry's origins and how it gets harvested and produced.

The trip inspired him to deepen the company's links with Brazilian communities. He established a relationship with one of Brazil's most prominent acai growers, enabling Acai Express to use 100% organic "Grade A" acai (the highest quality available). Plus, he secured a private label and recipe strictly for the Acai Express brand.



The Prime Minister of Brazil has specified that the acai fruit has 3 grades: Special (Grade A); Medium (Grade B); Popular (Grade C). The higher the grade of acai, the higher the percentage of actual acai berry used in the production process.

Acai Express uses 100% organic Grade A acai - the best quality possible. Once the berries get to our stores, we stand out from other acai retailers as our Grade A signature acai bowls are made with fresh fruit and not artificial emulsifiers. We then top them with 100% fresh fruit and other healthy ingredients and toppings.



100% ORGANIC "GRADE A" ACAI

IT'S A
LIFESTYLE





HEALTHY LIFESTYLE

We encourage healthy living for all through eating right and having fun. Surfing, paddle-boarding, kitesurfing, yoga, Brazilian Jiu Jiutsu - we love those kinds of activities and have given our acai bowls names that pay tribute to them.

Our quick-service, nutrient-rich bowls can be meals, snacks, or desserts. They're for anyone seeking a flavorful lifestyle and looking to grab a bite on the way to their next adventure.



Acai Express's fruit-packed bowls that burst with flavor build on this trend and take it in an original, exciting direction.

A SHIFT TOWARDS HEALTH

Today's consumers are much more proactive in their approach to health and wellness. Progressive health and wellness consumers are increasingly influential in redefining food culture.

According to Forbes, a focus on health, wellness, and sustainability is present at the most progressive food retail and food service outlets.

And for all the quick-service twists and turns that 2017 will be remembered for, industry experts see one trend standing head and shoulders above the rest. It was the year food finally became our friend - when Americans began to care less about diets and more about food quality. Case in point: 88% of people from Generation Z to Baby Boomers are now willing to pay more for healthier foods (PopUpCookSpace).

Calling 2017 the year of the bowl is also not an overstatement, says Melissa Abbott, Vice President of Culinary Insights at The Hartman Group (QSR magazine). Some bowls were loaded with salad or protein-infused; others were filled with grains and veggies.



THE FAST CASUAL INDUSTRY

FAST CASUAL GROWTH

The National Restaurant Association's 2018 annual "What's Hot" culinary forecast predicts that chef-driven, fast-casual concepts will be a driving force of growth in the food service category.



THE ACAI GOLD RUSH

A GROWING SECTOR

Like quinoa before it, acai has become a sought after food growing in popularity among health-conscious Americans. One of the biggest 2017 summer food trends was the acai bowl - a dream breakfast with a delicious appearance, taste and aroma (NYTimes).

The largest segment of the global acai berry market lies in the food and beverage sector, and is poised to remain that way. According to FutureMarketInsights, the acai berry market was valued at over half a billion dollars in 2016, and should hit nearly two billion US dollars in revenue in less than 10 years.

The latest acai berry variety to get noticed is Brazilian acai: a purplish, antioxidant-rich stone fruit (though most people call it a berry) foraged from trees in the Amazon River basin. Acai Express uses the best quality of this berry – which is 100% organic and processed using an exclusive recipe – in its bowls, juices and smoothies.



JUICES AND SMOOTHIES

Franchises in this segment have seen a significant boost from the public's embrace of healthier food options. Regulations banning soda machines from school have led franchises such as Jamba Juice to create vending machines for their products, opening up a new avenue for sales. The Juice and Smoothie bars industry has also grown steadily over the past five years as operators have adapted to rapidly evolving consumer preferences (IbisWorld).

Bowls That Aren't Just For Dessert

Acai bowls have all-day potential – they can be a healthy lunch or dinner, or a delicious snack to grab on the go. Overflowing with fruit, they're eye-catching and easy to experiment with. You can create adventurous new recipes and appeal to each customer's unique tastes by offering customization and innovation.

Packed with healthy antioxidants, they burst with fiber, protein and vitamins. Whether a customer's looking for flavor, doing a detox or in need of an energy boost, there's a bowl on our menu that'll be right for them.



ACAI BOWLS HAVE ALL-DAY POTENTIAL



YOUR ACAI EXPRESS

Acai Express Gives You Distinct Competitive Advantages As A Franchisee

When you start an Acai Express franchise, it comes with numerous advantages. Our values and experience allow you to:

- Be your own boss while benefiting from the Acai Express family's advice, training and established, successful business model
- Promote health, flavor, and an adventurous, active lifestyle within your community
- Support the preservation of the Amazon rainforest and organic, local farming
- Benefit from some of the lowest investment requirements in the franchise market
- You will be able to use all of our branding, plus have access to crucial tools to help your business succeed. This includes exclusive information about time-tested, quality equipment and technology, expert social media and marketing advice, and recipes and operational methods for your business toolkit.



OUR CUSTOMERS

Given the enormous – and growing – popularity of healthy fast-casual dining, our demographic is highly diverse. Though the majority of our client base is currently made up of women aged 13-45, we are delighted to be welcoming new customers from all segments of the market.

We believe strongly in maximizing customer satisfaction and guest experience by providing ongoing training to our franchisees that stresses the importance of excellent customer service.



OUR MENU

Acai Express' versatile menu offers our customers opportunities to enjoy our products throughout the day. Our bowls can be a healthy and delicious breakfast, lunch, or dinner - or eaten as a quick snack or dessert. Because our unique, proprietary blend of top-quality acai is packed with protein, antioxidants and vitamins, each bowl will give customers the energy boost they need to keep going for hours. Add to that the granola, oatmeal, seeds, and nuts we mix into our acai and pitaya bowls, plus the heaps of organic fresh fruit that we top them with, and you have a truly flavorful adventure.



FRANCHISE FAQ'S

What's the Acai Express franchise fee?

Our franchise fee for a single franchise location is \$25,000, which is lower than many other franchise fees. We also offer opportunities for multi-unit franchises.

What are the royalties and other fees?

Royalty: 6% • Brand development fee: 2%

Will I receive training or support?

Once you become part of the Acai Express family, you will attend a comprehensive training program. We're dedicated to ensuring that each franchisee succeeds, so we also provide ongoing support, business tips and operational guidance. Even if you're a first-time business owner, we believe in your franchise's success and will be at your side every step of the way to make sure that happens.

What if I want to own multiple Acai Express locations?

If you have the experience and qualifications to handle multiple units, we can discuss a development agreement.

What is the typical investment to open an Acai Express Franchise

Start-up costs for an Acai Express can range from approximately \$143,400 to \$359,000.

- Minimum cash required \$75,000
- Net worth \$350,000



CUSTOMERS REVIEWS

Yelp

Man oh man oh man I wish we had these back home!!!!!! I kept passing by this food truck thinking it was just smoothies and finally gave it a try. I had never had acai before so I was a tad nervous. The put it in this big bowl filled with like granola, fruits, coconut, bananas and typed it off with a huge dollup of Nutella.... OMG pure Bliss!!!! I might need to open up one of these trucks back here in NC. The truck took cash and cards. It also offered drive thru or walk up. Yummy stuff!!

Yelp

I'm obsessed with Açaí Express. I first got hooked when I was working in Guaynabo and had a truck 2 minutes away. I'd stop almost every single day after work! Their ingredients are always fresh and crisp. My favorite is the surfer bowl which has acai, coconut oil, granola, banana, strawberry, blueberry, coconut flakes and hemp seed. Heathy, filling, and delicious. Their juices are also worth a try!

Yelp

I was in Puerto Rico on vacation last month when I ran into this truck on the street one day. Let me tell you, this was the best, unexpected run-in I have had in my life thus far. I am a huge fan of acai, and this place was hands down the best that I have ever had. It could have been a mixture of exhaustion from traveling, or the fact that I hadn't eaten since the previous day, but it was so good. The acai is not only pure, but they pour melted coconut oil over it, which might be what made it so wonderful. When I returned home from PR I started adding melted coconut oil on my homemade acai bowls, and it is a game changer. So thank you for your lovely addition to my vacation, as well as the new addition to my own acai bowls. Will definitely be back when I am back on the Island.



OUR PROCESS



MUTUAL
EVALUATION



FILL OUT
APPLICATION



DISCOVERY
MEETING



DUE
DILIGENCE



TERRITORY
APPROVAL





TO LEARN MORE
VISIT US AT:

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