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June 3rd, 2020:

**Welcome,
TSSC Dubai !**

Agenda



Introduction

- The history of Fresh Blends
- Our partnership with Welbilt
- High level overview of the Fresh Blends program
- Who are our customers to date

Practical session

- Program features & benefits
- Weekly cleaning
- Daily cleaning
- Ice maker sanitation

Product training

- Product information Q&A
- Product handling / SOP
- Calibration



The Company

- The story began in 1996 when Jamie Day, One of the managing Partners, sold his two smoothie shops in California to what has become the household name, Jamba Juice
- Inspired by the success of the smoothie business, Jamie Day partnered with Marc Lange to form Beverage Innovations. The mission of Beverage Innovations is to become the leading global provider of specialty and frozen beverage solutions.
- For the past 23 years, Beverage Innovations has launched successful beverage solutions in over 50 countries with an extensive distribution network.
- Beverage Innovations latest concept Is Fresh Blends®. Fresh Blends® was initiated in 2013 with the philosophy of combining natural ingredients, Intuitive equipment, and modern technology, to beverage dispensing.
- In 2013 Fresh Blends® was founded and strategic partnership was formed with Welbilt®. Welbilt is one of the largest restaurant equipment manufacturers and builds this visionary platform.



Exclusive partnership

More than just equipment or ingredients

Fresh Blends® is a turnkey program



Award winning system



65% noise reduction*



90% less cleaning time*



Up to 50% crew efficiency gain*



80% food waste reduction*



\$10,000 saving/store/year*



Best in class ingredients

Highest Quality

Strong Supply Chain

Limitless Innovative Customization

Category & Flavor Expertise

Established Distribution

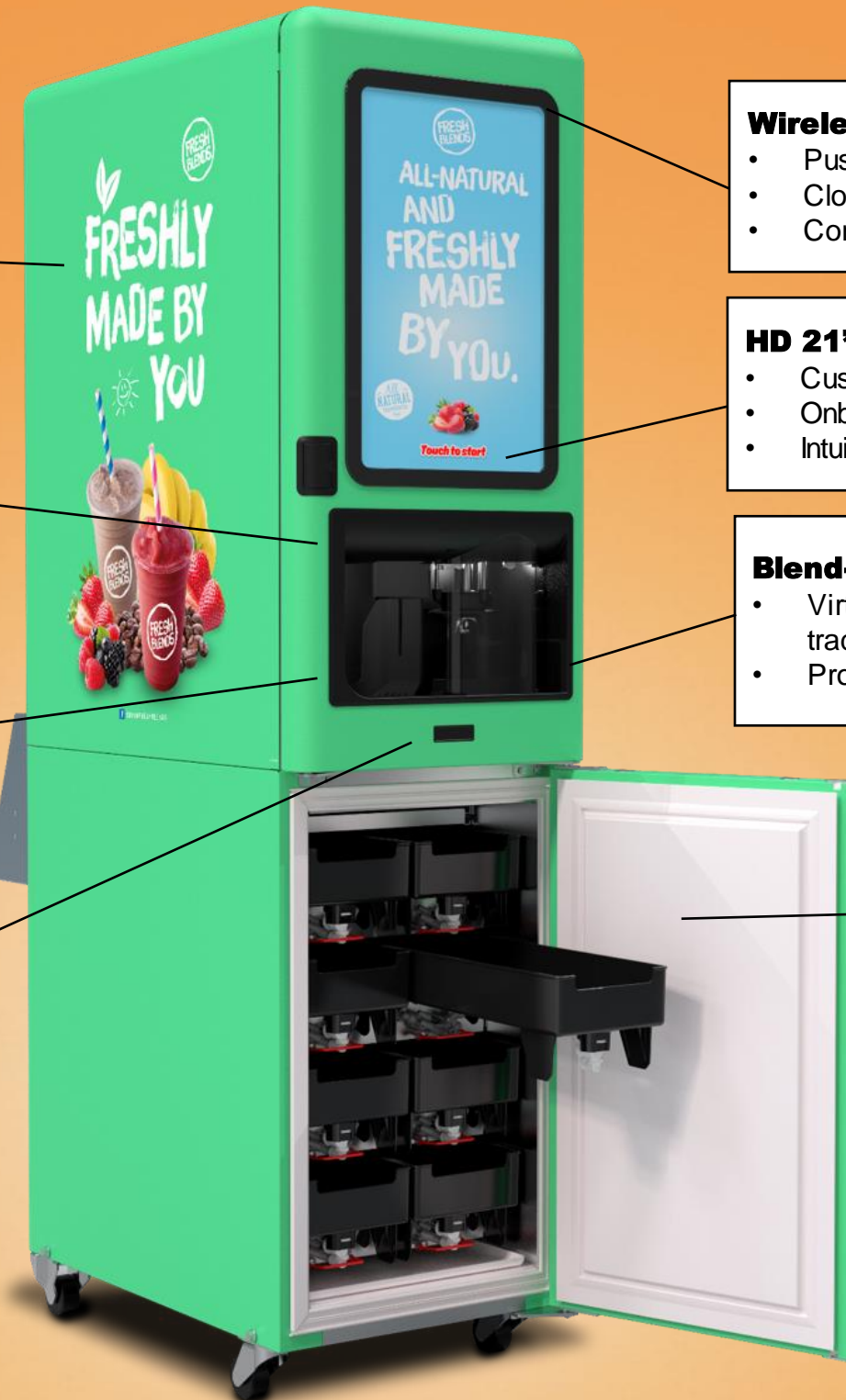
The New generation of frozen beverage product and equipment solution offers ultimate value proposition.

The disruptive innovation

The Multiplex[®] Fresh Blender[®]



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Integrated Ice Making & Storage

- Eliminates the need to manually fill
- Ensures a consistent drink quality blend after every blend

Product & Ice Dispense

- Perfectly metered ice and product dispense ensures optimal drink ROI and consistent beverage quality with every dispense

Clean-in-Place Technology

- Complete the daily clean & sanitize in 30 mins.
- No product removal required
- Single tube connection

ADA Compliant

- Easy to navigate and select a favorite beverage for those who are disabled.

Wireless and Bluetooth connectivity

- Push recipe and GUI updates
- Cloud based analytic sales dashboards
- Consumer loyalty program

HD 21" Touch User Interface

- Customizable Messaging
- Onboard Service & Manager Dashboards
- Intuitive Consumer Self-Serve Navigation

Blend-in-Cup™ Technology

- Virtually eliminates product waste compared to traditional blenders
- Produces a finished drink in as little as 60 seconds

8 Product Refrigerated Storage

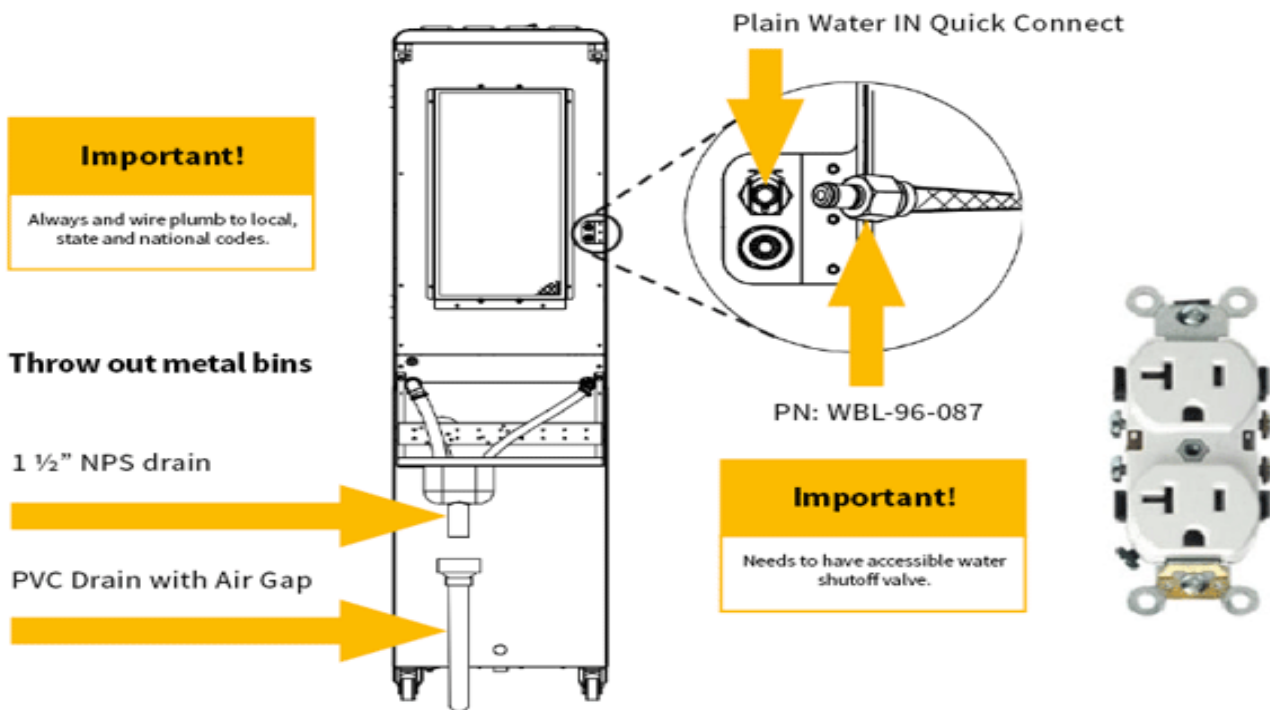
- Provides virtually endless ingredient combinations to meet your customer's desired menu
- Product bags come pre-fit with disposable pump with a simple push to connect interface

Easy To Install



powered by
MULTIPLEX
A Welbilt Brand

Note: Water line, water filter, drain line and power receptacle are not included and are the users responsibility. The water connection fitting to the machine is found in the equipment packet provided with your unit. Connections to the drain, water filtration, water line and power must be made prior to the training team arrival.



Drain

4" PVC coupling to minimum 1 1/2" PVC or Flexible drain line connected to the 1 1/2" NPS drain funnel with service loop. Drain lines must have a 1.5 inch drop per 5 feet of run (2.5 cm per meter), and must not create traps.

Water

Use the supplied male quick connect (PN: WBL-96-087) and 6' (1.8 m) of 3/8" beverage tubing to the plain water inlet on the rear of the unit for the water supply connection.

MUST HAVE ADEQUATE WATER FILTRATION!

Electric

- Dedicated 120V 20 Amp Circuit
- Outlet that accepts NEMA5 – 20 plug
- Outlet within 3' (92 cm) of machine
- Supplied cord length 78" (198 cm)
- 3/8 Barb with shutoff ID

Voltage/Cycle/Phase 120/60/1

Total Amps 16A

Breaker Size (Min/max) 20A

Our integrated **digital strategy**

Our connected beverage platform collects realtime data, analyzes your sales and helps to understand consumers, track your marketing activities and grow your business successfully.



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KPI DASHBOARDS



LOYALTY
REWARDS
PROGRAM



PLUG N' PLAY

Letting quality speak for itself



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Fresh Blends® offers a wide range of traditional, better-for-you, and functional formulations to create fruit & vegetable smoothies, frappes, milk and fruit shakes, lemonades and much more.

All natural fruit

No preservatives

No artificial colors

No artificial flavors

No high fructose corn

syrup Kosher certified



**Only the best
quality ingredients**



One platform and product variety for all beverages

The innovative beverage platform with a stylish and narrow footprint offers a large interactive and highly intuitive touchscreen for self-serve and efficient crew serve operations.



Who are our Customer now



Fresh Blends[®] operates within the largest broadline distribution networks in North America:



Fresh Blends[®] is featured in different levels of testing at some of the largest operators in Foodservice, Convenience, QSR, and Fast Casual sectors:



Installation guide



Fresh Blender® Installation Guide



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Version 3,3

Live Streamed hands on demonstration



Practical session

- Machine Features and benefits
- Weekly cleaning
- Daily cleaning
- Ice maker sanitation

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Questions and Answers





THANK YOU!



www.freshblends.com

   DRINKFRESHBLENDS