Squeezy Drinks

PHASE 1: **Alma** INITIAL LAUNCH

PHASE 2: **Recuerdo** PORTFOLIO EXPANSION

BUILDING THE UK'S ONLY DUAL-FORMAT HOSPITALITY JUICE BRAND

SEIS APPROVED

PRESENTED BY TAREK EL-YAFI, FOUNDER & CEO

tarek@squeezydrinks.com | +44 (0)7771 332 055

March '26

Executive Summary

Squeezy Drinks is building the UK's only full-range, hospitality-first juice brand.

LAUNCHING WITH ALMA, 4 SKUS.

PRODUCTION, SUPPLY CHAIN AND TECH STACK SECURED.

ADVANCED ENGAGEMENT WITH 4 NATIONAL WHOLESALERS.

RAISING £250K (SEIS APPROVED) TO SCALE DISTRIBUTION.

Contents

The Problem

The UK hospitality juice category has seen very little innovation for decades. Core products such as orange, apple and cranberry juices have remained largely unchanged, and the category has historically been treated as a commodity rather than an opportunity for brand leadership. As a result, the market today is fragmented, operationally inefficient and largely brand-neglected.

Fragmented & Inconsistent Supply

- Most suppliers specialise in either Not From Concentrate (NFC) or From Concentrate (FC) products rather than offering both.
- Small independent brands dominate the market, resulting in inconsistent supply, delivery delays and margin erosion.

Cost Pressure & Reliability Risk

- Global sourcing pressures and fragmented production networks make it difficult for suppliers to maintain stable pricing and consistent quality.

No Brand-Led Growth

- Most suppliers simply provide product.
- Very few brands actively support hospitality venues through branding, point-of-sale materials, or customer engagement initiatives.

Why the Market is Fragmented

- Most suppliers specialise in either NFC (Not From Concentrate) or FC (From Concentrate) rather than offering both.
- Hospitality venues require different price tiers, from premium fresh juice to lower-cost concentrate formats.
- Wholesalers therefore carry multiple brands to serve different venue types instead of relying on a single supplier.
- The category has historically been treated as a commodity rather than a brand-led opportunity, resulting in little innovation or consolidation.

Market Structure: UK Hospitality Juice Category

The UK hospitality juice category is structurally split between Freshly Squeezed and Long Life formats.

Squeezy Drinks is focused on the Long Life segment, where scalable distribution, margin discipline, and brand ownership create structural opportunity.

Freshly Squeezed

- Short shelf life limits distribution and increases waste risk
- Requires local production presence in major cities to scale
- High overhead: warehousing, staffing, and logistics infrastructure needed
- Significant upfront investment in machinery and cold chain systems
- Operational complexity unsuited to a lean, scalable model

Long Life: Structural Focus for Alma & Recuerdo

Not from Concentrate / Premium

NFC (Not From Concentrate)

Premium segment highly concentrated (Eager ~66% share)

Alma

EAGER

CAWSTON PRESS

CRAFTED BY CRACKER DRINKS CO

Concentrate Segment

FC (From Concentrate)

RECUERDO

PRINCES GROUP

Kulana

Rubicon

Sun magic

The UK's first unified hospitality juice brand — owned by Squeezy Drinks Ltd.

Long-Life Juice Competitive Landscape

Where Existing Brands Fall Short

The market is divided between premium-only and value-only suppliers, leaving no unified brand owner operating across both formats.

Competitive Gap

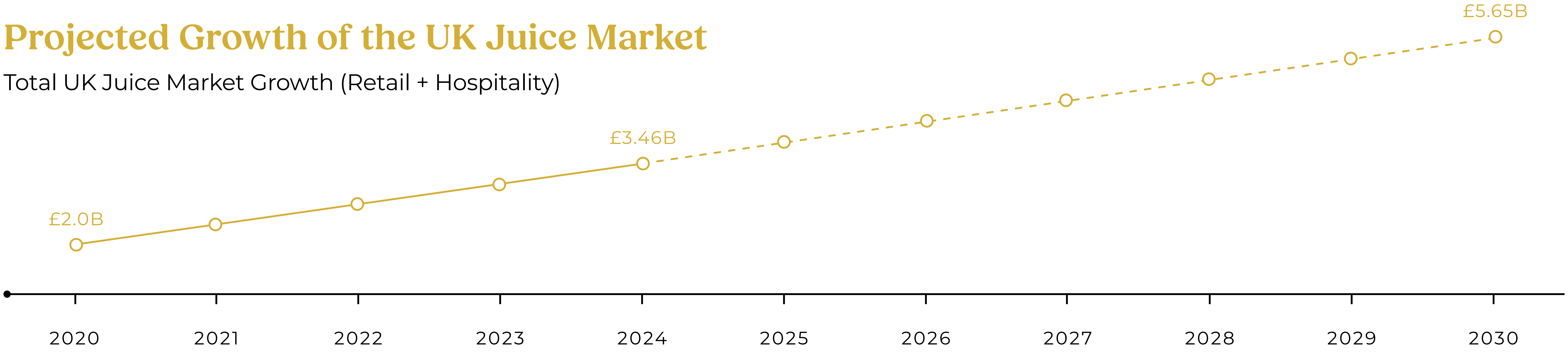
Brand	NFC Range	FC & Exotic Flavours	Brand Activation	Cost Advantage
Recuerdo	✗	✓	✓	✓
Rubicon	✗	✓	✗	✓
Princess Group	✗	✓	✗	✓
Sun Magic	✗	✓	✗	✓
Kulana	✗	✓	✗	✗
Alma	✓	✓	✓	✓
Eager	✓	✗	✗	✗
Cawston Press	✓	✗	✗	✗
Cracker	✓	✗	✗	✗

Squeezy Drinks Ltd uniquely operates across both premium (NFC) and concentrate segment (FC) formats in UK hospitality.

Market Size & Opportunity

Projected Growth of the UK Juice Market

Total UK Juice Market Growth (Retail + Hospitality)



Total UK Juice Market Growth*

- Grown from **£2.0B** in 2020 to **£3.46B** in 2024 — a **73% increase** in only 4 years!
- 5 year projected growth from **£3.46B** in '24 to **£5.65B** in '30
- Driven by healthier lifestyles and changing tastes

Legacy Suppliers Serve Isolated Segments

- Hospitality venues want better service, branding, flexibility
- Operators face inconsistency and poor category leadership

Premium NFC**

- Premium NFC in hospitality valued at **~£30M**
- Highly concentrated and under-activated

Value Led Opportunity**

- Value led juice in hospitality valued at **£70M**

Early Market Interest

- Interest from multiple UK hospitality wholesalers
- Interest from multiple UK hospitality groups and independents

The market remains fragmented, with brands operating in isolated segments.
No unified brand owner serves both NFC and FC formats in UK hospitality.

*UK Fruit Juice, Juice Drinks and Smoothies Market Report 2024 — Mintel.
** British Soft Drinks Association (BSDA) 2024 report; Alma & Recuerdo calculation from BSDA totals (1,014m L × 59.7% FC × 5.3% on-trade × ~£2.09/L)." and "To our knowledge; UK hospitality competitive scan, Oct 2025."

The Solution

Squeezy Drinks (Alma & Recuerdo) unifies the UK hospitality juice category — delivering both Premium (NFC) and Concentrate segment (FC) formats under one ownership structure.

Alma delivers the premium NFC range, while ***Recuerdo*** brings a value-led FC solution — ensuring consistency of flavour, format, and brand presentation across every venue.

Launch Strategy Rationale

Alma launches first because the premium NFC segment has fewer competitors and stronger margins, allowing the brand to establish credibility in hospitality before expanding into the concentrate segment with Recuerdo.

Full-Flavour, Full-Spectrum Juice Range

Launching with three NFC flavours — Apple, Orange, Pineapple — and one blend (FC): Cranberry.

Reliable, Tech-Enabled Supply Chain

Integrated ERP, forecasting, and logistics systems support a lean, tech-enabled operating model designed for reliability and cost discipline.

Hospitality-First Brand Experience

No other juice brand in the UK market offers this level of brand activation and engagement — a standard practice in spirits, mixers, and soft drinks, but entirely absent in juice. Alma will be the first. Find out more here.

Structural Value Advantage

Lean structure enables material cost efficiencies versus incumbent premium suppliers on select SKUs — delivering superior total value.

Branding & Visuals

SqueezyDrinks

Alma

Premium NFC Range

Modern. Hospitality-led. Positioned against Eager with stronger pricing & activation.

RECUERDO

Concentrate segment FC Range

Reliable. Margin-protective. Cleaner alternative to fragmented legacy brands.

One ownership. One supply chain. Two segments covered.

The Team

Tarek El-Yafi

Founder & CEO

13 years in UK hospitality including launching two restaurants and a bar.

Former Head of Operations & Sales at The Berry Company, managing suppliers, co-packers, logistics and wholesale distribution across the juice category.

Led the launch of the company’s NFC juice range and worked directly with both NFC and concentrate product lines.

Aassem Omar

CFO

FP&A specialist.

Built capital-raising models across startups.

CMA Candidate (Part 1 Sept 2026).

Marketing & Sales Lead (Future Hire)

An experienced FMCG marketing professional will be added as the business launches.
Two candidates are currently under consideration.

Our Strategic Advantage

Model

- Lean wholesale-led model with scalable margin structure
- Competitive pricing supported by cost discipline
- Capital-efficient execution with low fixed overhead.

Hospitality Product Platform

Initial launch with the Alma NFC juice range followed by Recuerdo concentrate products, with future expansion into complementary hospitality categories such as syrups and fruit purees.

Tech

- Integrated ERP, forecasting, and order management systems
- Improves visibility, reduces error, enhances coordination.

Brand as a Value-Add

- QR codes, POS kits, toolkits for venues
- We create juice experiences, not just supply. Find out more here.

Demand

- Advanced engagement with 4 national UK wholesalers
- Commercial rollout within 60 days of funding.

Team

- 13+ years hospitality & supplier experience
- End-to-end execution across restaurants, bars, product development.

Invesment Ask

£250,000

Pre-Money Valuation: £750,000

for

25% Equity

SEIS ADVANCE ASSURANCE GRANTED

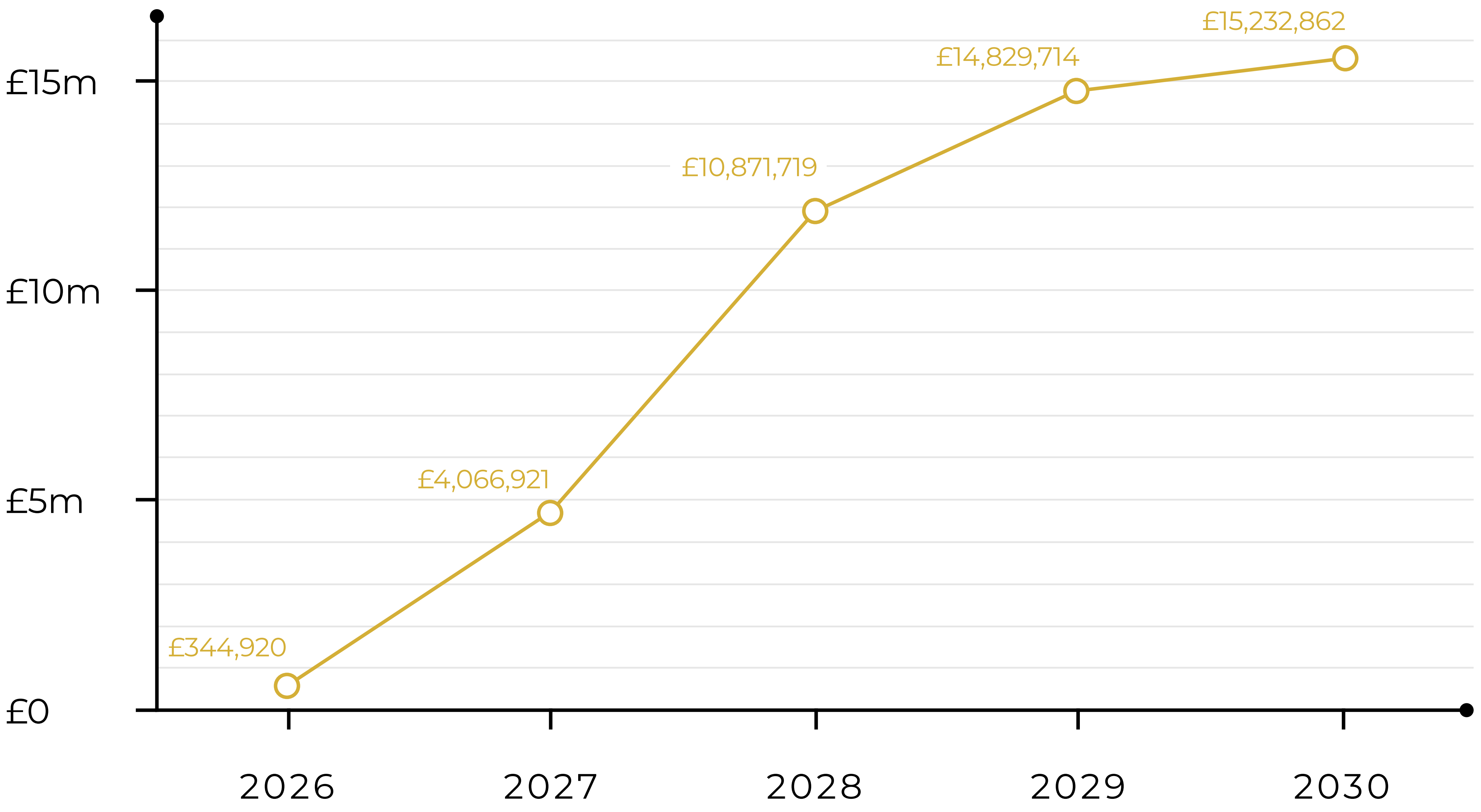
Fund Allocation

£123,602	Production & Inventory
£7,000	Brand & Packaging
£1,105	Operational Infrastructure
£1,000	Accounting Set Up
£4,000	Misc Expenses
£113,293	Working Capital

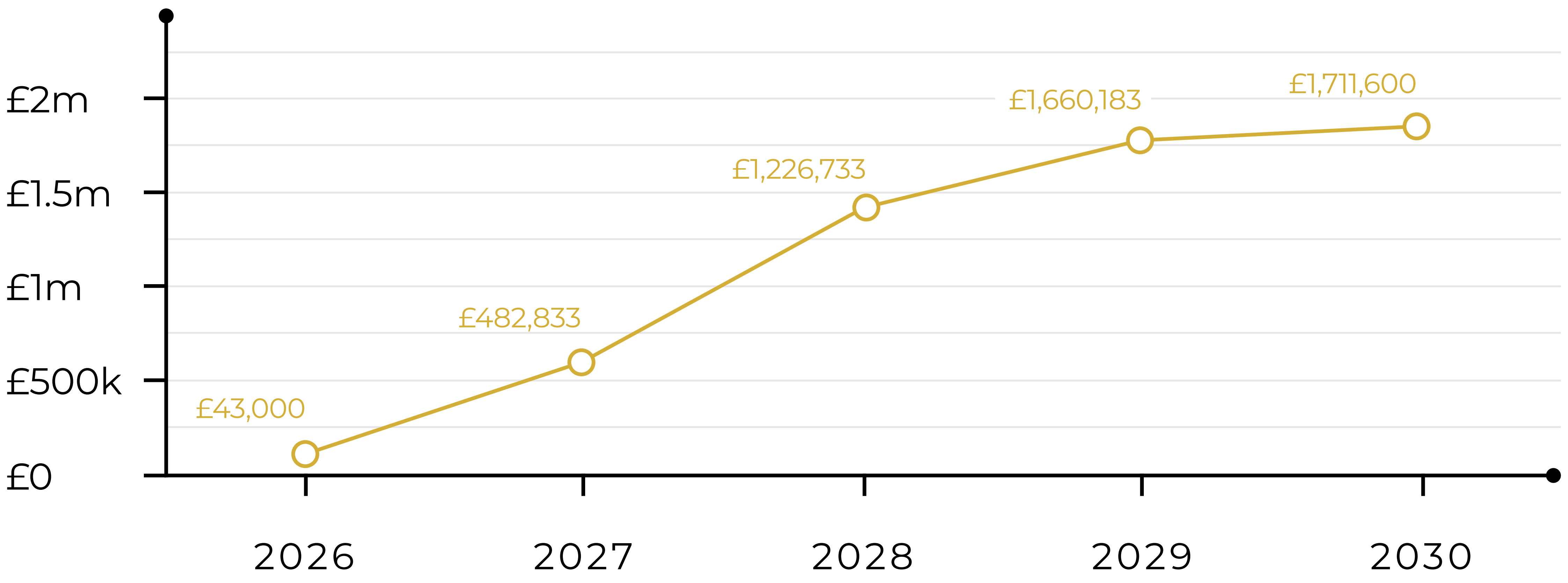
P&L

Year	Sales Forecast	Gross Profit	Cases Sold	EBITDA
2026	£344,920	£43,000	18,000	**£18,873**
2027	£4,066,921	£482,833	222,093	**£310,635**
2028	£10,871,719	£1,226,733	619,787	**£981,865**
2029	£14,829,714	£1,660,183	850,793	**£1,393,643**
2030	£15,232,862	£1,711,600	871,360	**£1,442,488**

Sales Forecast



Gross Profit

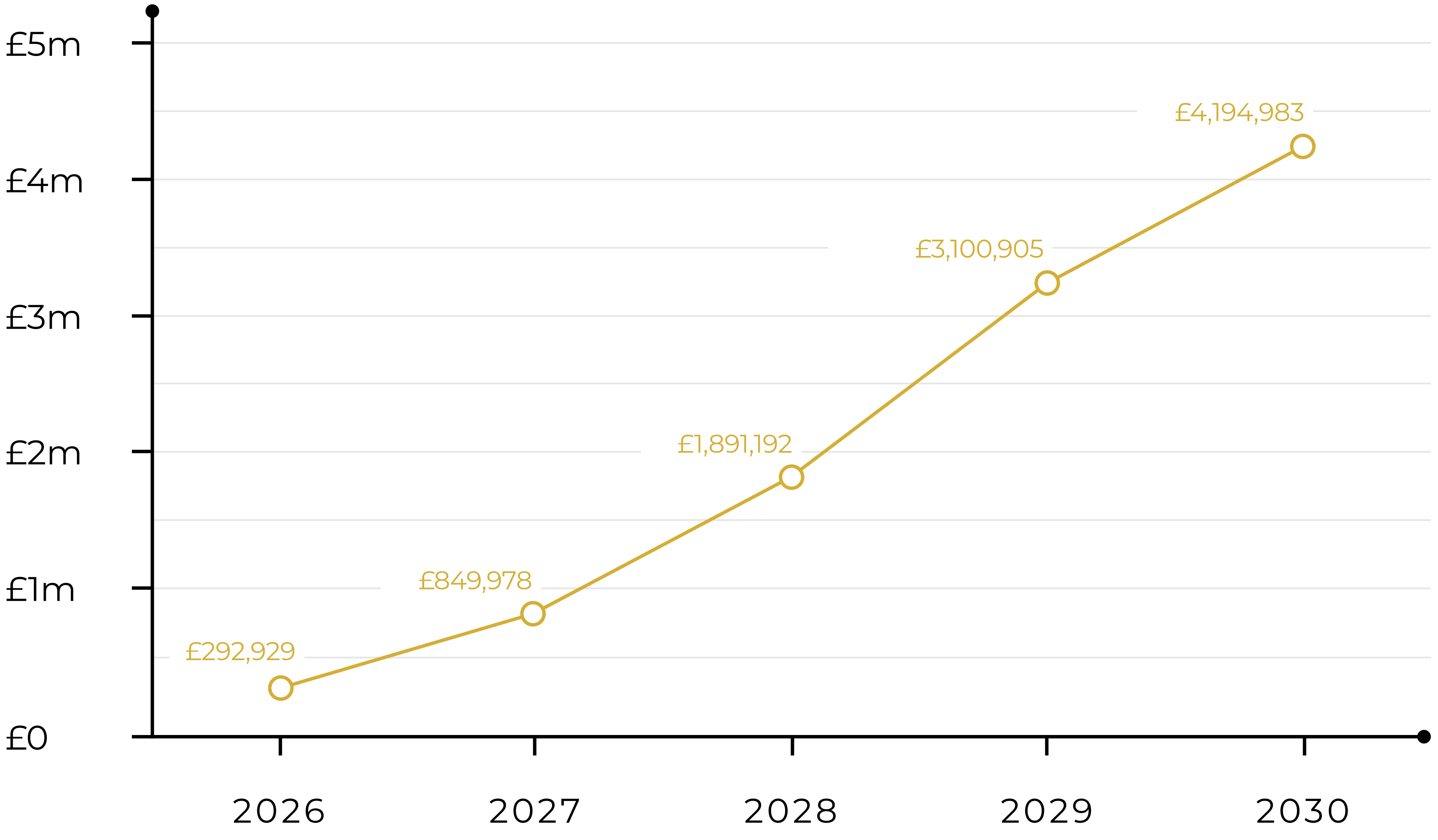


Full, detailed financial model and additional data available upon request
click here to access the full financial pack.

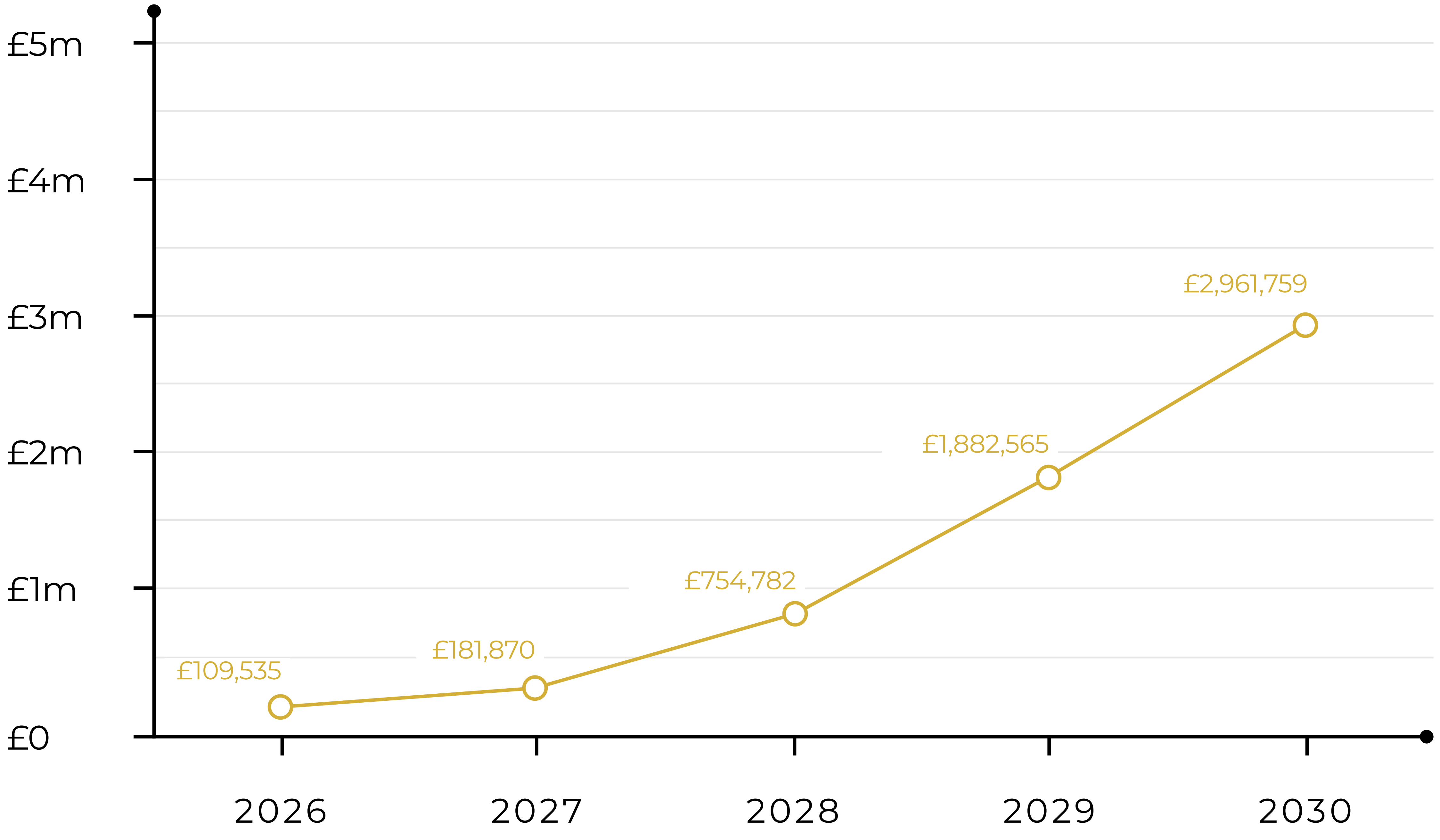
Balance Sheet

	2026	2027	2028	2029	2030
Assets	£292,929	£849,978	£1,891,192	£3,100,905	£4,194,983
Liabilities	£61,801	£385,874	£690,689	£855,171	£867,382
Cash in the Bank	£109,535	£181,870	£754,782	£1,882,565	£2,961,759

Assets



Cash in the Bank



Full, detailed financial model and additional data available upon request — click here to access the full financial pack.

Investor Returns

£250k investment → projected £3.16m value in Year 5

Maintain 12.6x multiple | ~66% IRR | 5-year exit via EBITDA multiple

Deal Terms

- Investment: **£250,000**
- Equity issued: **25%**
- Entry valuation (post-money): **£1.0m**
- Exit timing: **Year 5**
- Exit methodology: **EBITDA multiple**

Projected Exit Outcome

- Year 5 valuation: **£11,407,426**
- Investor stake value (25%): **£2,851,856.50**
- Return multiple: **11.41x**
- ROI: **+1,041%**
- IRR (5-year): **~62.7% p.a.**

Full, detailed financial model and additional data available upon request — click here to access the full financial pack.

Milestones

Milestones aligned to forecasted revenue and EBITDA growth.

May '26 — Launch

Aug '26 — Advertising & Marketing Begins
at 5% of Gross Profit (In GBP, £2,150 for 2026; £24K for 2027; £61K for 2028; £83K for 2029; £85.6K for 2030)

Aug '26 — First Sale

Oct '26 — Breakeven

Dec '26 — Launch 5th SKU

May '27 — Team Expansion (Hires 4 & 5)

July '28 — Full Juice Range
10 SKUs

Let’s Build the Future of Juice

ALMA & RECUERDO

THE UK’S FIRST UNIFIED, HOSPITALITY-FIRST JUICE BRAND.

WE’RE READY TO LAUNCH.

WE’VE BUILT THE STACK, SECURED THE CHANNELS, AND PROVEN DEMAND.

NOW WE’RE LOOKING FOR THE RIGHT PARTNERS TO SCALE IT.

LET’S BUILD THIS TOGETHER.

Thank you for your consideration

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT
TARLEK EL-YAFI, FOUNDER & CEO

tarek@squeezydrinks.com | +44 (0)7771 332 055