



Alma

LUXURY JUICE BRAND MADE FOR THE UK'S HOSPITALITY ELITE

PRESENTED BY TAREK EL-YAFI, FOUNDER & CEO

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The UK's only full-range, hospitality-first juice brand.

4 NATIONAL WHOLESALERS CONFIRMED

Customer retention will depend on maintaining lean operations, competitive pricing, strong stock availability, and consistent service levels.

EXCEPTIONALLY COMPETITIVE PRICING

PROFITABLE AFTER 3 MONTHS

**PROJECTED YEAR 5 EXIT: £12.63M VALUATION DELIVERING A 12.6X MULTIPLE
(1,163% ROI) ON A £250K / 25% INVESTMENT**

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The Team



Tarek El-Yafi

CEO & COO



Aassem Omar

CFO

Branding & Visuals

Alma

Premium NFC Range



RECUERDO

Value-led FC Range



Alma is launching with 4 SKUs in 1L Elopak cartons, packed 12 units per case.

Recuerdo flavours — Apple FC, Orange FC, Pineapple FC — launching progressively from Year 2 to Year 4.

The Problem

Hospitality venues are forced to juggle multiple juice suppliers for Premium (NFC) and Value-Led (FC) formats — creating inconsistent specs, variable taste and fragmented branding. Alma & Recuerdo solves this for the first time as one brand owner delivering both NFC and FC solutions under a single, reliable platform.

Fragmented Supplier Landscape

No premium juice brand offers a full suite across all core categories. Small independents dominate, resulting in inconsistency, delivery delays, and margin erosion.

Rising Input Costs & Declining Reliability

Suppliers are unable to lock stable pricing or ensure consistent quality due to global sourcing pressures.

Lack of Innovation & Brand Support

No juice brand actively helps hospitality venues grow — no QR activations, no POS, no engagement.

Market Structure: UK On-Trade Juice Category

The UK On-Trade Juice Market is divided into two main segments: **Freshly Squeezed and Long Life.**

We are concentrating on the Long Life segment as the Freshly Squeezed segment presents operational and scalability challenges, listed below.

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: Target Focus for Alma & Recuerdo

Premium Offerings
NFC (Not From Concentrate)

Alma
EAGER
CAWSTON
— PRESS —



Value-led
FC (From Concentrate)

RECUERDO

PRINCES
GROUP

Kulana

Rubicon

Sun
magic

The Long-Life Juice Competitive Landscape

Where Existing Brands Fall Short

This slide will visually show the gaps that existing juice brands leave in the market and how Alma uniquely fills them.

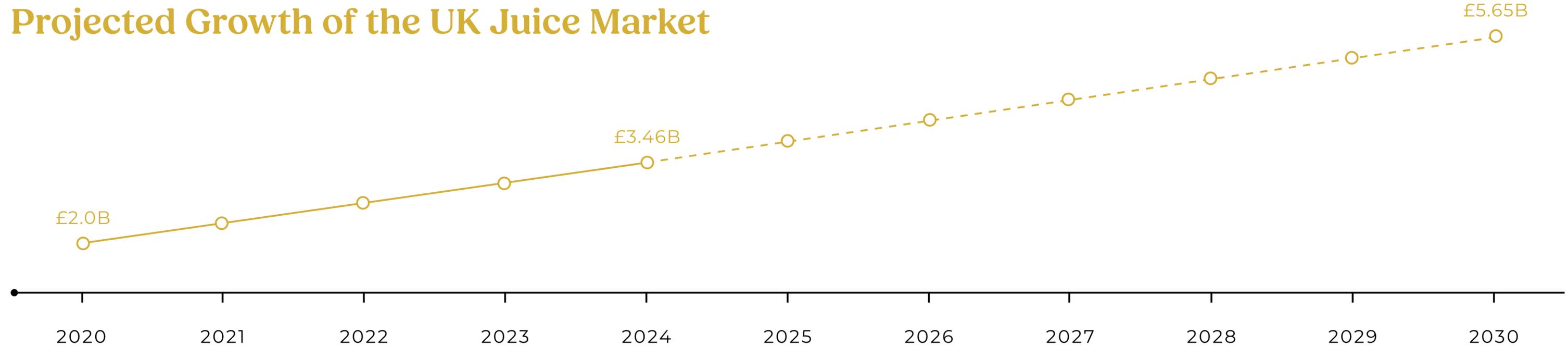


Competitive Gap

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

Market Opportunity

Projected Growth of the UK Juice Market



UK Juice Market Is Booming*

- 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 2024 to **£5.65B** in 2030
- Driven by healthier lifestyles and changing tastes

Legacy Brands Dominate Certain SKUs But Don't Serve Premium Expectations

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

Premium NFC Opportunity**

- NFC juice in on-trade valued at **£30M**
- Suffering from pricing pressure, shortages, and poor supplier performance

Value Led Opportunity**

- Value led juice in on-trade valued at **£70M**

The Market Is Underserved Due To Too Many Brands Covering Isolated Products. No Brand Covers The Full NFC or FC Range, Nor Exotic Juices.

The Solution

Squeezy Drinks (Alma & Recuerdo) closes the reliability and quality gap in UK hospitality juices by offering both **Premium** (NFC) and **Value-Led** (FC) formats under one ownership.

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.

Full-Flavour, Full-Spectrum Juice Range

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

Reliable, Tech-Enabled Supply Chain

Our custom-built software stack and operational efficiencies enable the lowest operating cost model in the category.

Hospitality-First Brand Experience

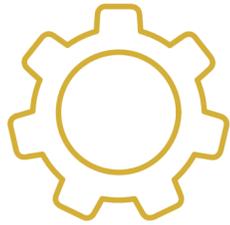
No other juice brand in the UK market offers this level of brand activation and engagement — a standard practice in spirits, mixers, and soft drinks, but entirely absent in juice. Alma will be the first. [Find out more here.](#)

Category-Leading Cost Advantage

Thanks to our lean operating model and custom tech stack, we can offer pricing up to 30% lower than current brands — delivering superior value to wholesalers, suppliers, and venues.



Our Strategic Advantage



Model: Simple. Scalable. Profitable.

- Lean wholesale model, strong margins
- Exceptionally competitive pricing
- Fast execution, low fixed costs



Full-Range Product Offering

- Core launch SKUs + expansion plans into other juice flavours and eventually syrups and purees



End-to-End Tech Infrastructure

- Tracks stock, orders, NPD, delivery
- Minimizes error, boosts responsiveness



Brand as a Value-Add

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



Built-In Demand

- 4 national wholesalers already confirmed*
 - Immediate traction at point of funding
- *Customer retention will depend on maintaining lean operations, competitive pricing, strong stock availability, and consistent service levels.



Experienced Founding Team

- Deep operational knowledge and supplier networks
- Previous end-to-end experience from product development to shelf

Traction / Validation



Wholesaler Demand Secured

- 4 major wholesalers confirmed*
- Orders pending production

*Customer retention will depend on maintaining lean operations, competitive pricing, strong stock availability, and consistent service levels.



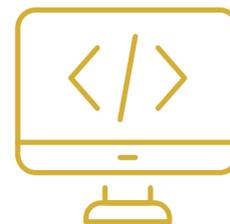
Production-Ready Supply Chain

End-to-end process in place: sourcing, bottling, freight, warehousing



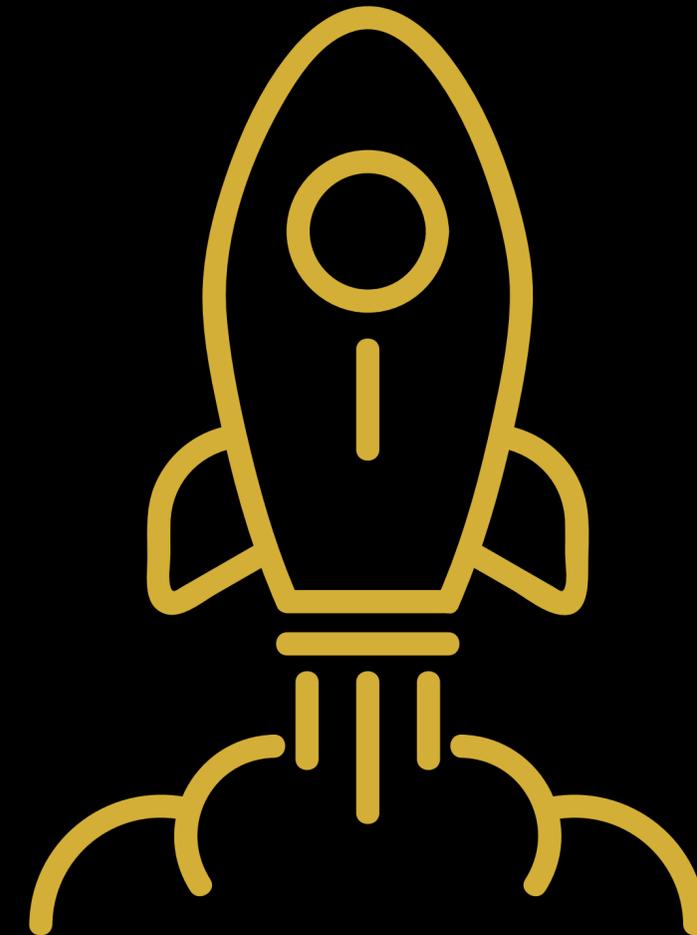
Market Validation

- Final samples tested & approved by buyers in key segments
- Pricing, range, branding validated



Custom Tech Stack Built

Managing all stages from product development to delivery



Ready to Launch

All systems are go — just need capital to activate

Investment Ask

£250,000

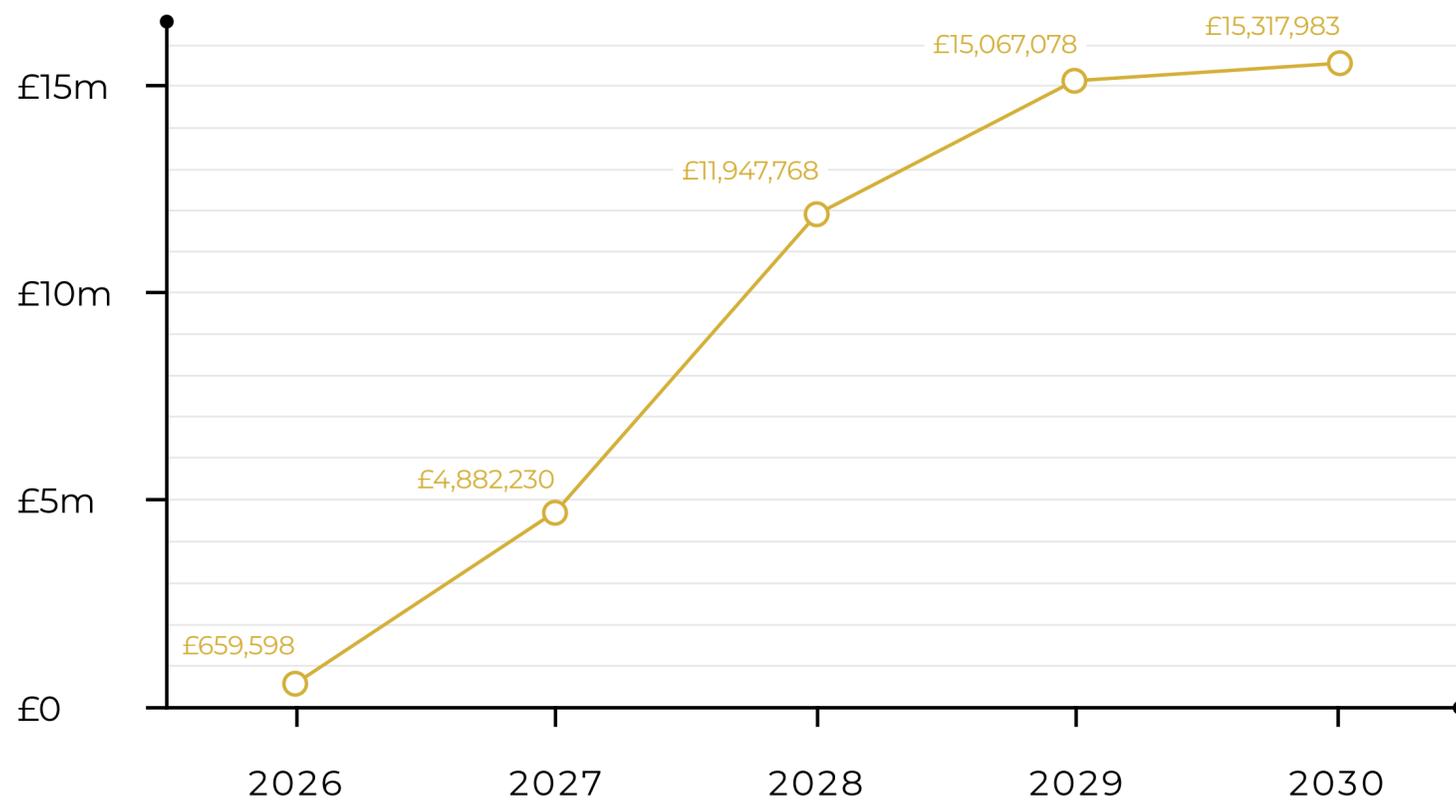
_____ for _____

25% Equity

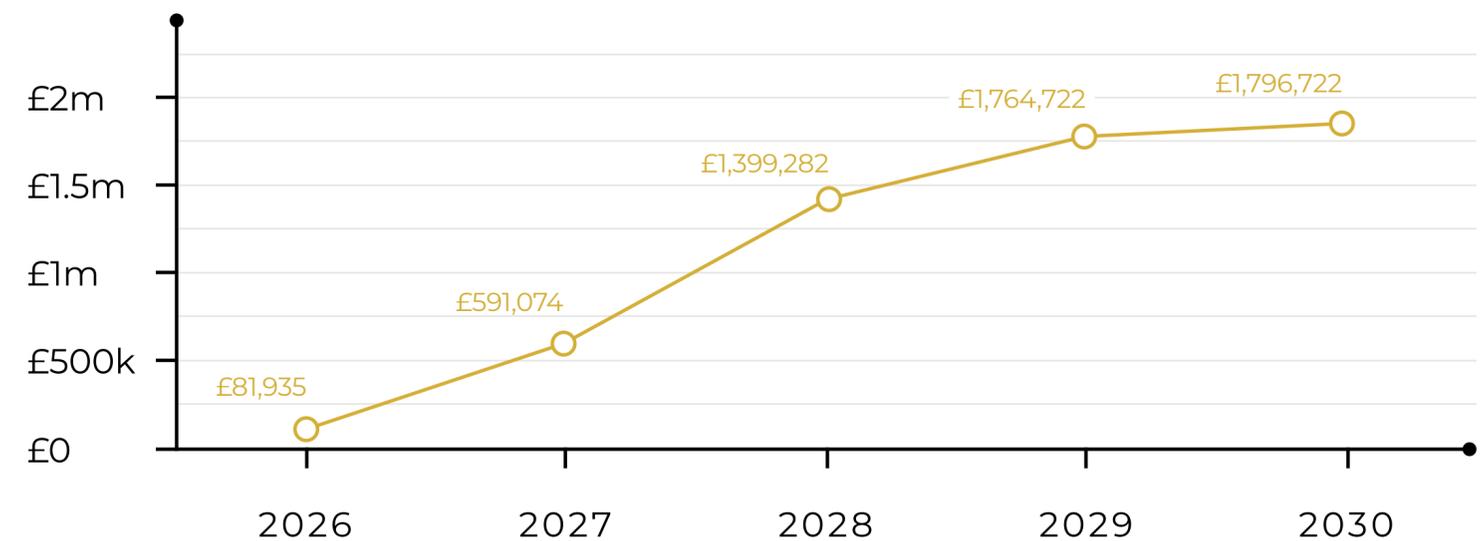
P&L

Year	Revenue Forecast	Gross Profit	Cases Sold	EBITDA
2026	£1,813,764	£81,935	34,900	£8,702
2027	£2,331,814	£591,074	267,173	£387,366
2028	£3,538,141	£1,399,282	680,867	£1,188,751
2029	£3,538,141	£1,764,722	858,560	£1,554,190
2030	£3,538,141	£1,796,722	871,360	£1,586,190

Revenue Forecast



Gross Profit

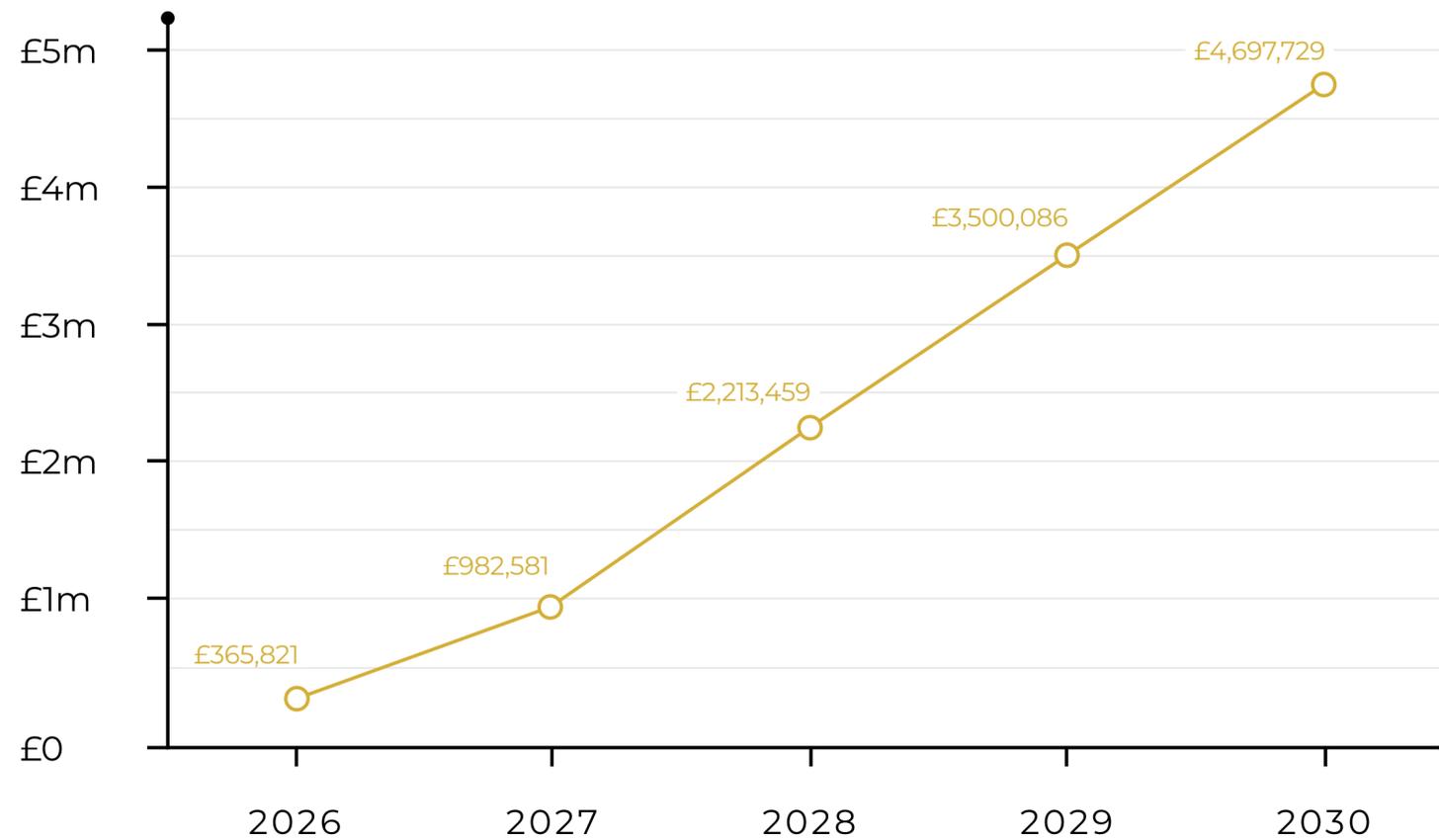


Full, detailed financial model and additional data available upon request [click here to access the full financial pack.](#)

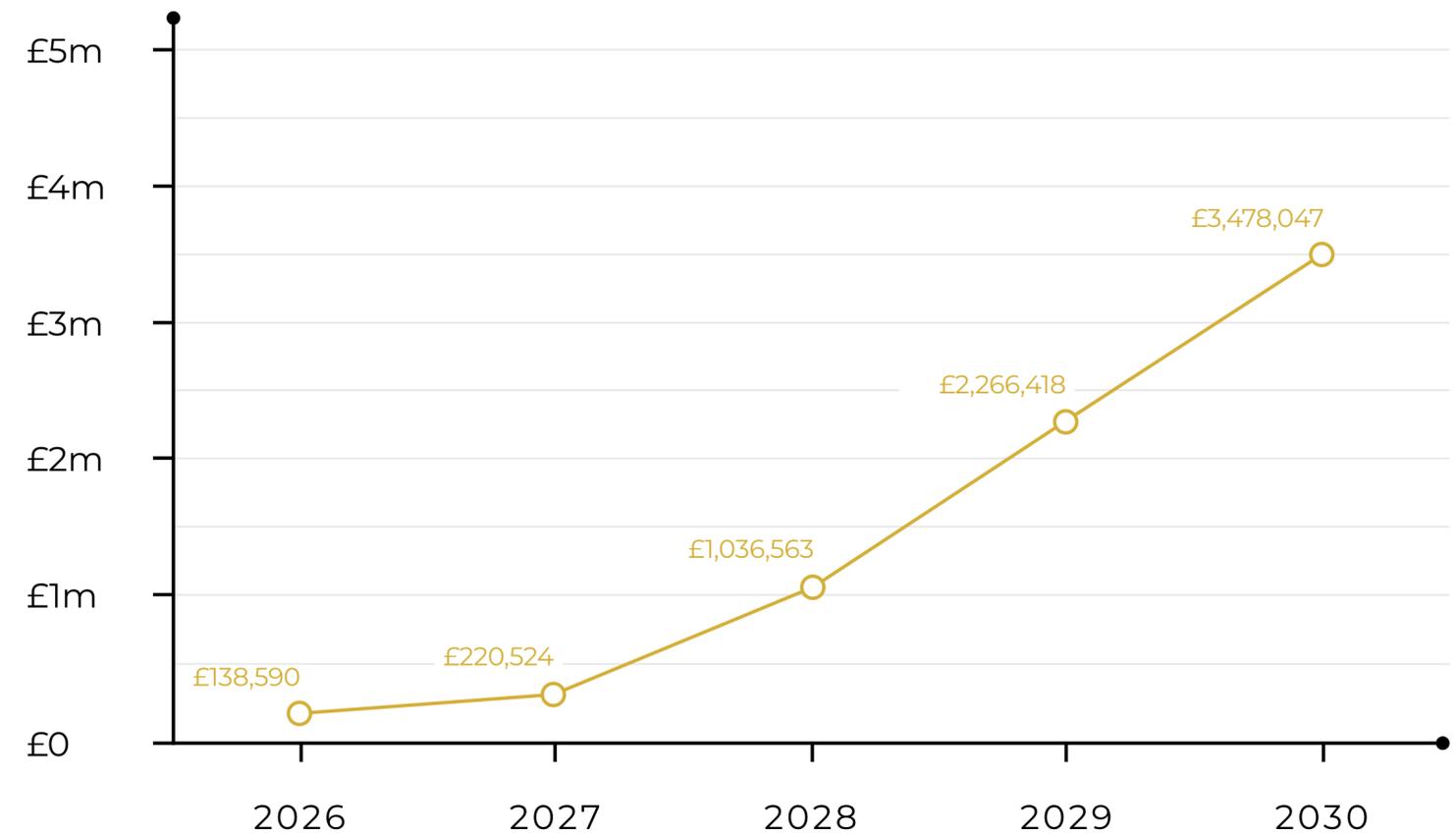
Balance Sheet

	2026	2027	2028	2029	2030
Assets	£365,821	£982,581	£2,213,459	£3,500,086	£4,697,729
Liabilities	£108,772	£434,945	£774,323	£895,308	£903,308
Cash in the Bank	£138,590	£220,524	£1,036,563	£2,266,418	£3,478,047

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

12.6x multiple | +1,163% ROI | ~66% IRR

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: **£12,628,680**
- Investor stake value (25%): **£3,157,170**
- Return multiple: **12.63x**
- ROI: **+1,163%**
- IRR (5-year): **~66% p.a.**

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

Fund Allocation

£123,602 Production Costs for 4 SKUs

£7,000 Branding and Carton Set Up

£1,105 ERP Set Up

£1,000 Accounting Set Up

£4,000 Misc Expenses

£113,293 For Runway



Milestones



Let's Build the Future of Juice

ALMA & RECUERDO

THE UK'S ONLY FULL-RANGE, 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.

THIS JUICY INVESTMENT IS WORTH THE SQUEEZE.

Thank you for your consideration

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT
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