

Squeezy Drinks

LAUNCHING WITH **Alma** PREMIUM RANGE

THE UK'S FIRST UNIFIED HOSPITALITY JUICE BRAND

SEIS ADVANCE ASSURANCE GRANTED

The Problem

The UK on-trade juice category is fragmented, operationally inefficient, and largely brand-neglected.

Venues juggle multiple suppliers across Premium (NFC) and Value (FC).

Premium segment highly concentrated (Eager ~66% share).

Value segment fragmented with weak branding and no activation.

No brand owner serves both segments under one unified structure.

Hospitality deserves a better model.

Market Opportunity

~£100M UK On-Trade Juice Market

Structurally split:

- 30% Premium (NFC)
- 70% Value-Led (FC)

Total UK juice market projected to reach **£5.65B by 2030**.

Opportunity: A unified, hospitality-first brand operating across both segments.



The Solution

A Unified Platform Model

Squeezy Drinks operates across both segments:

- **Alma** – Premium (NFC) | Launching with 4 SKUs
- **Recuerdo** – Value-Led (FC) | Expansion funded through operational cashflow

Integrated supply chain. Lean operating model. Tech-enabled coordination. Brand-led activation in venues.

Unlike incumbents, we serve the full hospitality juice category.



Traction & Readiness

ADVANCED ENGAGEMENT WITH 4 NATIONAL UK WHOLESALERS

PRODUCTION, SUPPLY CHAIN, AND LOGISTICS PARTNERS SECURED

COMMERCIAL LAUNCH ACHIEVABLE WITHIN 60 DAYS OF FUNDING

INTEGRATED ERP AND FORECASTING SYSTEMS IN PLACE

MODEL PROJECTS FULL OPERATING PROFITABILITY WITHIN 3 MONTHS OF LAUNCH.

The Team



Tarek El-Yafi

Founder & CEO

13+ years in UK hospitality.

Former restaurant and bar owner.

Operational experience at The Berry Company.

Deep supplier and wholesale relationships.



Aassem Omar

CFO

4+ years FP&A experience across startups.

Built financial models used for capital raising.

CMA Candidate (Part 1, Sept 2026).

Disciplined operators with category insight.

Investment Ask

£2250,000

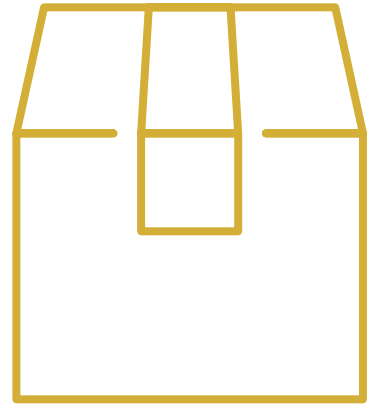
Pre-Money Valuation: £750,000

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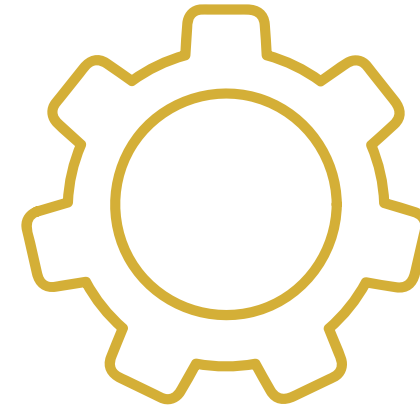
25% Equity

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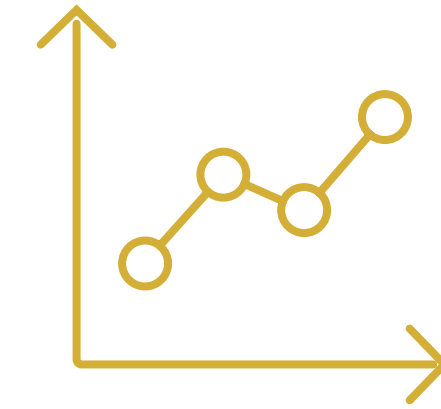
Funding



**Initial Production
(x4 SKU's)**



**Operational
Set-Up**



**12-Month Runway
To Scale**

**Structured for scalable brand expansion across
the hospitality beverage category.**

Thank you for your consideration

IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT
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