

Zola[®]

BRAZILIAN SUPERFRUIT JUICE™



Brazilian Superfruit Juice Company

- Zola is an all-natural USDA Organic juice that provides health, energy, and great taste.

Our 100% unfiltered Açai pulp is:

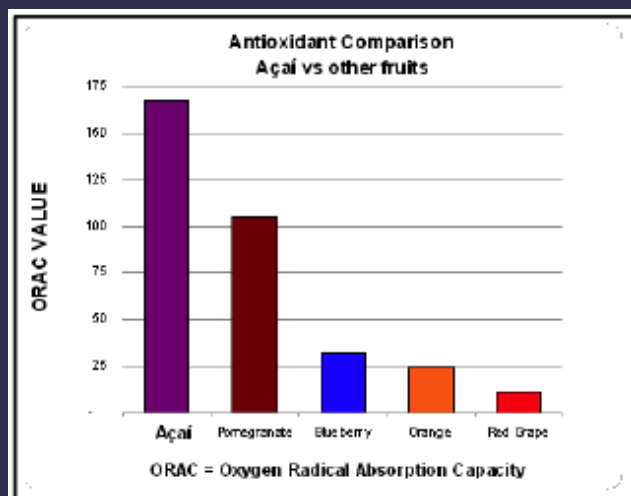
- Packed with Antioxidants
- Rich in Omega Fatty Acids
- Full of Replenishing Electrolytes
- Complete with fiber, amino acids, iron, calcium, vitamins & minerals
- Certified USDA Organic

What is Açai?

Found only in the Brazilian Amazon, Açai is a small purple berry grown on palm trees in the Rainforest. It has 60% more antioxidants than pomegranates and 500% more than blueberries.

Why Zola Açai?

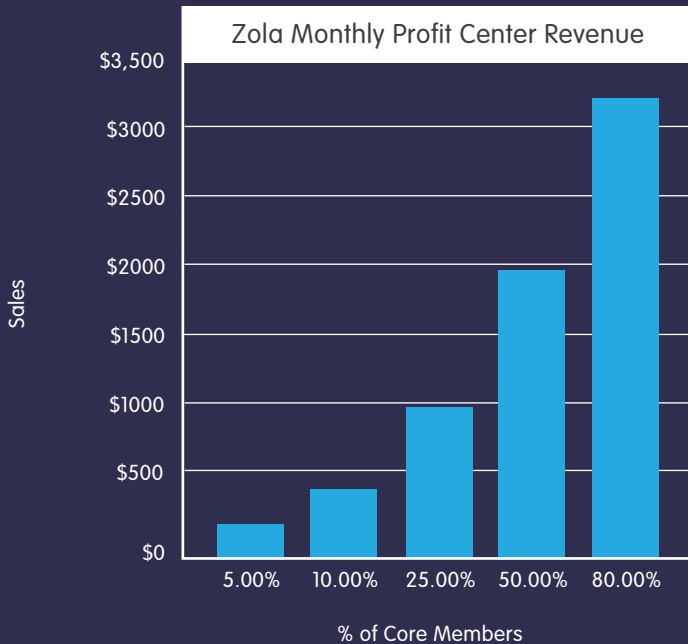
Zola Açai Superfruit Juice is made from 100% unfiltered pulp of hand-harvested organic Açai berries and contains organic Guaraná seed for a natural energy boost. Zola's combination of antioxidants, healthy omega fats, amino acids, calcium, iron, and replenishing electrolytes make it the true superfruit juice.



60% more antioxidants than pomegranates. 500% more than blueberries!



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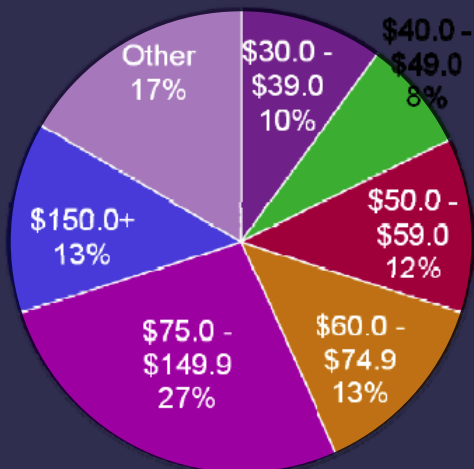
Revenue based on the percentage of core members purchasing one Zola per week.

- 5% Core Members Purchase
- Profit: \$95
- 10% Core Members Purchase
- Profit: \$380
- 25% Core Members Purchase
- Profit: \$950
- 50% Core Members Purchase
- Profit: \$1900
- 80% Core Members Purchase
- Profit: \$3040

*Based on Clubs with 1000 Core Members.

Do the Math

$$\begin{array}{r}
 \text{\$35.88} \\
 \text{(revenue off} \\
 \text{sales of one case)}
 \end{array}
 -
 \begin{array}{r}
 \text{\$24.49} \\
 \text{(expense from} \\
 \text{purchasing} \\
 \text{one case)}
 \end{array}
 =
 \begin{array}{r}
 \text{\$11.39} \\
 \text{Gross Profit!}
 \end{array}
 =
 \begin{array}{r}
 \text{32\%} \\
 \text{Gross Profit!}
 \end{array}$$



Psychographics

- Concerned with health and wellness
- Watch what they eat
- Read ingredient labels
- Avoid artificial and processed foods
- Target Median Income: \$50.0+
- Well Educated
- Employed Full-time



FAQ

How is Zola Açai Superfruit Juice different from other Açai drinks?

A: Three ways. First, we are not just about health and antioxidants. Using 100% unfiltered Açai as our base fruit gives Zola a taste no other can match. It is why we say, “The Power is in the Pulp™!” Second, we use an authentic Brazilian recipe that includes organic Guarana seed for a natural energy boost. Finally, Zola can be stored for 12 months without refrigeration, which makes it especially convenient.

How does Zola Açai Superfruit Juice provide “sustained” energy?

A: We use natural whole Guaraná seed powder. This contains natural oils that do not dissolve in water. Nutritionists call this “fat soluble.” As a result, they release their latent energy slowly, and your body processes the oils slowly. Other so-called “energy drinks” use a chemically processed Guaraná extract that is water-soluble. You get an instant lift, but it’s quickly followed by a “crash and burn.”

What makes Zola Açai Superfruit Juice different from other non-Açai juices?

- Taste – What other juices taste like tropical berries with a hint of chocolate?!
- The Power is in the Pulp™ – Other juices have to add nutrients to their drinks. Zola’s come naturally from the Açai berries. Because Açai already contains Omega-6 and Omega-9 fatty acids, amino acids, calcium and iron, we don’t have to fortify our product.
- Energy – Zola’s combination of antioxidant-rich Açai and Guarana provides a natural source of sustained energy.

Does Zola Açai Superfruit Juice have to be refrigerated?

A: No! In the industry, we call that “shelf stable.” Of course, we recommend you enjoy it cold—or even hot, but that’s just our preference.

What is the serving size?

A: One bottle of Zola contains 12 ounces of delicious, energizing Açai juice. Although there is no recommended number of Zolas to drink each day, we suggest two, one to get up and go in the morning and another to pick you up in the afternoon (although we have been known at the office to drink three...or four...or five).

Why is evaporated organic cane juice added?

A: Unsweetened Açai is very earthy and bitter. A pinch of evaporated organic cane juice helps to bring out the berry’s full flavor.

How much cane juice do you add? Are those good carbs or bad carbs?

A: Only as much as necessary, and not an ounce more. In fact, all fruits have carbs that come from naturally occurring sugar. Zola has 25% less sugar than most apple or orange juices. Zola’s Glycemic Index is low (lower is better) because it has a balanced nutritional profile of proteins, healthful fats and carbohydrates. Most other juices have higher glycemic indexes.

Does Zola Açai Superfruit Juice contain caffeine?

A: Yes. Each package contains 24mg of naturally occurring caffeine (from Guaraná seed), less than the amount in a cup of green tea. In comparison, an 11oz serving of Snapple Iced Tea has 48mg of caffeine; Soda, 30-60mg; Coffee, 60-120mg; Yerba Mate, 75+mg; Black Tea, 55mg; and Green Tea, 41mg. Zola’s slow-releasing, fat-soluble caffeine produces sustained energy, not the crash and burn you get from energy drinks and other products.

Does Zola Açai Superfruit Juice contain fat?

A: Zola Açai contains Omega Fatty Acids – the same good-for-you fats found in olive oil, flaxseeds, nuts, and fish. Nutritionists believe Omega Fatty Acids help protect the heart, lower cholesterol and blood pressure, improve depression, and fight cancer.



FAQ

How can a fruit have Omega Fatty Acids (good fats)?

A: Açai is 90% seed and 10% pulp. The Omegas originate in the Açai seed and gradually seep into the fruit pulp. The result is something quite unusual – healthy Omega Fatty Acids in a delicious fruit juice.

I have seen some “flecks of gold” or oils on top of the drink...what is this?

A: Those are the Omega Fatty Acid oils. When Zola is frozen or kept very cold, the oils can aggregate. When that happens, it looks like flecks of gold are in the juice. So when you see those flecks of gold, consider them proof that Açai has Omega Fatty Acids straight from Mother Nature. (Of course, you won't see them unless your Zola's been kept very, very cold for a while.)

Why hasn't it been available in the United States until now?

A: The Açai berry is 90% seed and 10% pulp, so unlike strawberries or blueberries, you can't just eat fresh Açai berries. Additionally, Açai berries are very delicate and spoil quickly after picking. In the past, there was just no possible way to get them to the US quickly enough. But that's where we come in! In order to enjoy the health benefits and flavor of Açai it is processed into a pulp. Zola uses a special technology to create an Açai concentrate that locks in the freshness and nutrition. The concentrate is then shipped to the U.S. and made into delicious Zola Açai Superfruit Juice.

Where is the juice produced?

A: Right here in the U.S.

Is Zola organic?

A: Yes, Zola is Certified Organic by the USDA. Everything in Zola is naturally Organic. The Açai berries used in Zola are grown on a pesticide-free island in the Amazon. And both the natural Guaraná powder and evaporated cane juice added to the product are Certified Organic.

