



BTC FOODS Mountain enterprise Global food juice source factory



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homemade juice in
catering market

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Company profile

- Xiamen Huaguoshan Food Co., Ltd. was established in 2000, is a professional catering enterprises to provide raw fresh juice service of modern food enterprises.
- In the past 24 years, Huaguoshan enterprise has been adhering to the spirit of excellence, constantly exploring in the field of healthy juice, constantly carrying out technological innovation, applying international advanced green food production technology to juice production, breaking the technical barriers of fruit lock and difficulty, and truly realizing 0 addition, easy storage and standardization of juice raw materials. To solve the traditional fresh juice operation cumbersome, time-consuming, time-consuming, big security risks.
- Huaguoshan enterprise always uphold the concept of innovative development, constantly increase investment in research and development, keep up with the fashion trend, bring forth the new, product lines are juice series, sea salt series, hand lemon tea series, etc., committed to providing catering owners with more diversified and better quality food juice varieties. At the same time, it also greatly meets the customer groups, not only to meet the needs of hotels, restaurants, chain restaurants, buffets, tea markets, beverage factories, but also to make cooperative enterprises produce more simple, convenient and standardized.
- After years of deep market cultivation, Huaguoshan products have been unanimously praised. With keen market insight and innovative spirit, more than 30 kinds of products are sold, and in-depth cooperation with tens of thousands of catering enterprises across the country. In the future, we will continue to forge ahead, increase R&D investment, and create more trend-leading catering juice products!



Industry analysis of homemade juice in catering market

In today's diversified food and beverage market, fruit juice is gradually occupying an important position as a healthy and fresh drink choice. In recent years, with the continuous improvement of consumers' health awareness, the choice of drinks has also paid more attention to nutrition and natural ingredients. Whether in high-end restaurants, fast food restaurants or casual drinks, juice can be found everywhere.

According to relevant statistics, in the past few years, the annual growth rate of the catering juice market has remained at more than double digits, and it is expected to maintain a high growth rate in the next few years. In terms of consumer groups, young people have become the main force of consumption, they pursue a fashionable and healthy lifestyle, and have a higher demand for drinks. In addition, the proportion of juice consumption in family consumption and business banquets is also gradually increasing, further promoting the development of the catering juice market.

In the past, the traditional wine culture dominated the catering occasions, accounting for about 30-50% of the turnover of catering, alcohol as an important way to socialize and celebrate, is widely consumed. However, with the development of society and the change of people's lifestyle, the phenomenon of business banquets and drinks is common, which has a fatal impact on the sales of traditional drinks. In addition, the juice culture has also brought new opportunities and challenges to the catering industry. Catering enterprises need to constantly innovate and optimize juice categories and improve service quality to meet the growing needs of consumers. For example, in Shao Dechun big data statistics catering juice accounted for about 10% of the business share of profit is more reasonable (for example, 10,000 yuan accounted for 1,000 yuan). At the same time, catering entrepreneurs also need to strengthen internal promotion to improve the profitability of juice products in the catering market.

To sum up, the catering juice market is in a stage of rapid development, and the profit ratio shows a diversified phenomenon, and the transformation from traditional wine culture to juice culture contains profound social significance and market opportunities. We will further analyze these contents to reveal the development trend and profit model of catering juice market for you.



Profit model

01

Fruit juice Profit share

The original beverage sales accounted for 30% to 50% of the turnover, and now guests bring their own drinks.

According to the latest report of Red Food network data, juice generally accounts for 5% to 10% of the turnover in stores, a juice profit ranges from 30 to 50 yuan /1 tie, a store 30 tie/day, a monthly profit of 30,000, 360,000 a year, 10 stores 3.6 million/year, the profit can not be underestimated, our customer groups in Singapore, Malaysia bosses are very important. Selling water is very profitable.

02

best Juicing time

Juice sales time:
half an hour before serving,
when waiting for guests to
be more anxious, 5 people 2,
10 people 4, using the gap
to earn space profit.

03

Incentive mechanism

Policies:

Reward the waiter, let
him be willing to
promote, a reward of 3~5
yuan;

Advantages:

The waiter makes the
small money, the boss
makes the big money.

04

Sell tactics

Strategy 1: Discount method,
the first bundle 3.9 discount,
the second bundle sold at the
original price.

Strategy two: Free model, enter
the store scan code for a
bundle of juice.

Strategy three: Buy and get
free, buy and get free.

Strategy four: New try new, 50%
off.

Strategy 5: Tie-in, buy a
special product free juice.

Strategy 6: Set menu, 128 yuan
to 168 yuan/table, 10 people
can drink freely.

Strategy 7: Juice buffet, ¥15-
18 per person, juice buffet.

Current situation of food juice



01 Catering juice Blue Ocean Market

The market size of catering juice is growing at a doubling rate every year.

02 Consumer demand

Especially in the food and beverage stores in the mall, you do not sell juice, he will order a cup in the next door Gu Ming or other shops to bring to your restaurant, even 4 people, each person's juice is different, I want poplar branch nectar, they want passion fruit double bang gun, duck duck fragrant hand play lemon tea or bayberry lime, etc., their needs are very personalized.

03 Competitive situation

The original table in drinking Coke, Sprite or catering squeezed melon juice, watermelon juice, have been eliminated by consumers, now consumers are more willing to buy tea, filter on the aunt network red store fashion drinks, with the progress of The Times, consumer groups gradually younger, catering businesses should be more aware of customer preferences. At the same time, our company has developed twenty or thirty kinds of fashionable drinks (as shown in the picture), which are easy to operate and produced in ten seconds, such as juice series, sea salt series, and hand-played lemon tea series, which greatly meet the needs of consumers.

Future development trend

01 High-end and personalized

A. Customized research new fruit juice -- Hamburger restaurant → Cola → hand-beat lemon tea



Future development trend

01 High-end and personalized

A. Customized research new fruit juice -- Hot Pot Restaurant → Plum Juice → Refreshing passion fruit Jasmine Tea/Overpowering grape



Future development trend

01 High-end and personalized

A. New customized research juice -- Pizza Shop → Cola → Passion kumquat juice



Future development trend

01 High-end and personalized

A. Customized research new juice products -- Old uncle → Sprite → double grapefruit juice, full cup of plum lime

tea

Original



Now



Future development trend

2 High-end and personalized

B. Integration of online and offline

Add juice to the package sales of the online ordering platform to improve customer satisfaction, especially enjoy one-stop service when ordering food in restaurants, or do juice discounts, free promotions and other promotional activities, greatly improve customer satisfaction and experience.



品牌主理

1/5 共8

4.9折到手价
¥228 = 零售价 **¥467** - 限时秒杀 **¥239**

仅剩 02:09:44 • 仅剩 5 份

限制 限时秒杀每人限购1张
须知 周一至周日可用 >
保障 随时退 · 过期自动退

团购详情

厦门特色菜		
闽南特色芥香蟹	(1 份)	¥168
泰香吮指黑胡虾	(1 份)	¥78
清蒸海捕黄花鱼	(1 份)	¥78
招牌姜母鸭	(1 份)	¥63
香酥鱿鱼圈	(1 份)	¥36
经典开胃爽口海草	(1 份)	¥38
稻花香白米饭	(2 份)	¥6
杨枝甘露 (赠送)	(2 份)	¥68

购买须知

门店

立即秒杀
折后 ¥228

Operation mode

01

"Meal + Drink" package

One main food + one juice, main food charge, drink free

Cost-effective

For example: a single order to eat a western steak for two costs 240 yuan, through direct order set only costs 138 yuan, not only staple food and drinks, set prices are more cost-effective than separate order .

Easy to manage

The "meal + drink" in the package is prepared in advance. Through the package activity, the time cost of preparing food and packing can be saved, and the efficiency can be improved .

Increase the unit price

By combining different "meal + drink" packages, the packages can make consumers unknowingly spend more money, thereby increasing store profits .

超值套餐 *Package*

原价236元
套餐价
138.9元

(16:00后使用)
双人牛排套餐
饮品3选2
古捣柠檬/柚见春风/芒芒仲夏

原价178元
套餐价
118元

3-4人欢享披萨套餐
饮品2选1
古捣柠檬分享装1扎
向南开分享装1扎
披萨2选1
水果缤纷芝士披萨
小龙虾辣酱芝士披萨

Operation mode

Dianping

02

Collect, punch in, five star praise
complimentary drink

Increase store popularity and rank

Collecting and checking in on dianping can boost your store's popularity and ranking at . The store's exposure and popularity will increase through users' favorites and card punching, thus attracting more customers' attention and patronage.

Increase exposure and attract customers

collection and card punching activities can increase the exposure of the store at the same time through activities to attract customers, such as offering a special offer of drink collection, which can not only increase the exposure of the store, but also directly attract customers to spend money in the store.



收藏+打卡

免费领取一份冰粉或者3种饮料任意一种
“每个ID只能领取一次”

参与方式:

- ① 大众点评app搜索
福村哥·海鲜餐厅
- ② 点击收藏+打卡
“★” + “📍”
- ③ 完成后给店员出示
确认就可以领取



「冰粉」
「茉莉爆柠」
「金桔柠檬茶」
「橙意满满」

Operation mode

03 朋友圈集赞 集齐39个点赞赠送一杯饮品

增加曝光率和吸引顾客

集赞活动可以增加店铺在每位顾客私域的曝光率同时通过活动吸引顾客，达到集赞个数，当天兑换饮品一杯或下次使用都可以，还能直接吸引回头客。

朋友圈集赞 送好礼

拍摄三张门店照片



(门头)

+



(活动)

+



(产品)

即日起，所有发布本店照片三张到朋友圈
集齐39个赞，保留3天以上时间，凭借朋友
圈截图到店即可免费领取一杯果汁
(香橙茉莉茶/霸气葡萄汁)

朋友圈



数量有限，领完即止！

Operation mode

04

Open brand membership

Top up complimentary drink voucher

Increase customer stickiness

Recharge and open membership card activities to attract customers can not only increase customer stickiness, but also directly attract customers to the store.

Old educated youth recharge 298 to open membership card,

Complimentary 2 100 RMB no threshold voucher,

Complimentary 2 \$50 no-threshold vouchers,

Complimentary roast duck dish for 108 yuan,

Complimentary 1 dish 49.9 yuan hundred flower honey pot wrapped meat dishes,

Complimentary 5 \$38 juice coupons,

Only one benefit and one juice coupon can be used at a time

老知青
FOREVER YOUNG
东北饭馆

会员福利
· 大放送 ·

老知青充值298开通会员卡

- 1 赠送2张100元无门槛抵用券
- 2 赠送2张50元无门槛抵用券
- 3 赠送1道108元烤鸭菜品
- 4 赠送1道49.9元
百花蜜锅包肉菜品
- 5 赠送5张价值38元果汁券

*每次只能使用一项权益及每次使用1张果汁券

Operation mode

Equal politeness

05

One drink will be complimentary for waiting overtime

Extend customers' stay

By providing free drinks, customers can effectively prolong the waiting time and reduce their impatience due to waiting.

Increase customer satisfaction

A complimentary drink for 30 minutes of waiting time, and a complimentary drink for two minutes of waiting time can make customers feel the care and attention of the restaurant, enhance their overall experience and favorable impression of the restaurant.

Promote beverage consumption

Through the activity of waiting for fruit juice, the re-purchase rate will be improved after entering the store, and many people will have a cup each, thus increasing the store profit .



Operation mode

06 New product launch juice event

attract customers

New product discount promotion can attract more customers to try new products and increase the customer flow of the restaurant. By offering discounts, customers are more likely to be attracted to the restaurant, thus increasing the visibility and sales of new products .



Operation mode

07

Juice promotion

"Buy one, get one free", "Second glass half price"

Increase single product sales

Through "buy one get one free", merchants can quickly increase the sales of new products. For example, through promotions such as "half price for the second cup" or "buy one get one free", customers can be stimulated to buy more new products, so as to quickly digest the stock and test the market reaction .

Usually four people drink four cups or, the first cup is given away as a promotion to attract customers into the store. Generally eat at least 2 people, after entering the store order another person to pay for juice generated by the performance is the restaurant's profit. At the same time, because the juice is spicy and oil, it can also promote guests to eat more and drive the sales of dishes in the store.

买1送1
LIMITED PRODUCTS 限定饮品

推荐

● 鸭王柠檬茶

● 糯香柠檬茶

活动规则

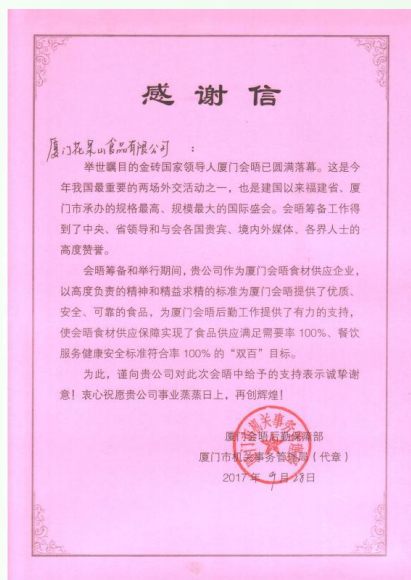
1. 指定产品“买一送一”
2. 活动仅限于线下门店下单或小程序下单
3. 活动指定参与产品

鸭王柠檬茶 白桃柠檬茶 糯香柠檬茶

Brand honor

Brics Xiamen Summit food supply enterprises

In September 2017, the world-famous BRICS Summit was held in Xiamen. Huaguoshan has actively participated in the reception of the BRICS Summit in Xiamen. As a catering ingredients supplier in Xiamen, Huaguoshan Juice has provided high-quality on-site services and exquisite and healthy drinks for our foreign envoys, ambassadors and conference team staff. Through our products and services, let the world taste the taste of Huaguo Mountain juice, feel the hospitality of the Minnan people's humanistic feelings. It has been recognized and praised by senior leaders of Logistics Support Department and Xiamen Government Offices Administration Bureau of BRICS Leaders' Meeting in Xiamen.



Brand honor

Deeply cultivated in the catering industry for 24 years, won the recognition of many authoritative institutions!

In 2016, it won the honorary title of "Xiamen Time-honored Brand";

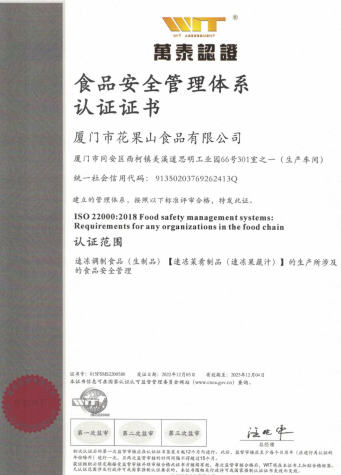
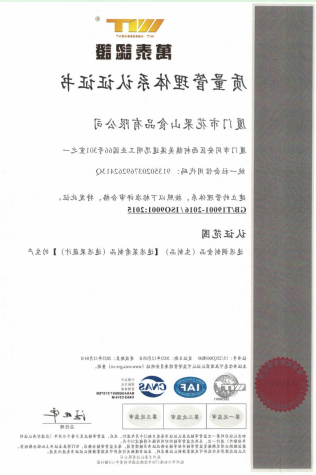
In 2017, it won the "Contribution Award of China Catering Festival";

In the same year, it became a supplier of ingredients for the BRICS Xiamen Summit.

In 2019, won the "Gold Supplier Award" and "Quality Product Reputation Gold Award";

In the same year, it became the partner of the 28th China Golden Rooster Hundred Flowers Film Festival Longshan Ethnic Film Night;

In 2021, won the "China Catering Brand Supply (service) business Gold Diamond Award";



Own orchard and factory

Control from the source, the source is really fresh; Unique fresh five fresh source control standards (origin, fruit source, picking, process, storage)



Global food juice source factory



Global food juice source factory



Hot cold drink

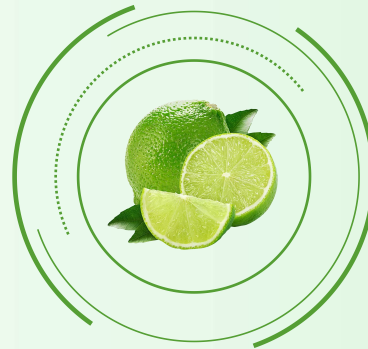


Main product

Kumquat Lemon Juice



Origin:
Vietnam/Hainan



Origin:
Vietnam/Hainan

Xiaoqing orange has the effect of regulating qi and regulating the middle, strengthening the spleen and stomach, drying dampness and eliminating phlegm, eliminating accumulation and stagnation, and has the effect of clearing heat and detoxifying, eliminating phlegm and cough.

Sichuan Anyue county specialty, national geographic indication products. China's lemon capital, lemon planting scale, production, market share accounted for more than 80% of China.

Main product

Passion fruit
juice
Passion kumquat
juice

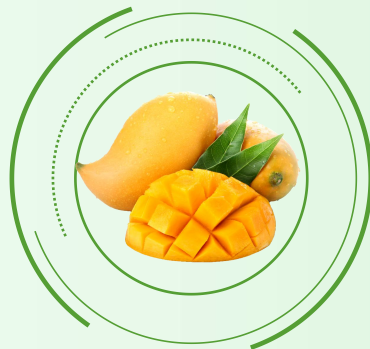


Origin:
Vietnam/Yunnan

Passion fruit contains rich vitamin C, vitamin A and rich dietary fiber and other nutrients, can enhance immunity, promote digestion, refreshing and greasy.

Main product

Hong Kong
dessert
Poplar branch
nectar



Origin: Guangxi

Mango is rich in vitamin E, vitamin C, cellulose and other trace elements, which can effectively improve eye fatigue and whiten skin.



Origin: Hainan

The unique geographical location of Hainan Island has created Hainan Coconut. Both coconut water and coconut meat are rich in nutrients. Coconut water as clear as water sweet as honey, drink sweet and delicious.

- Hong Kong traditional classic dessert, tea 100 dishes: seven points sweet, poplar branch nectar, and seven points sweet drinks are popular with young people!

Main product

Vitamin C
Orange jasmine
tea



Origin: Ganzhou

Navel orange is rich in vitamin C and beta-carotene, which can promote blood circulation, relieve grease, clear the intestine, relieve cough and other effects.

Main product

adhixiang
Hand punch
lemon tea



Place of origin:
Anyue, Sichuan

Sichuan Anyue county specialty, national geographic indication products. China's lemon capital, lemon planting scale, production, market share accounted for more than 80% of China.

Main product



花果山 HUAGUOSHAN 全球餐饮果汁源头工厂 深耕餐饮果汁24年

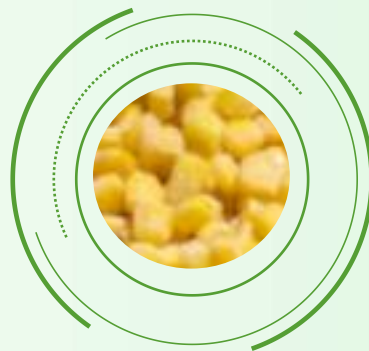
速冻玉米粒

好原料 当然好味道

浓玉米粒 Fragrant corn kernels

地址:福建省厦门市同安区西柯镇美溪道思明工业园66号

合作热线 13313856666



Origin:
Inner Mongolia

Corn is the world's recognized "golden crop", rich in natural vitamin E, dietary fiber, spleen and stomach, anti-aging, anti-cancer, skin care, hypoglycemic and other effects.

- **Application scenarios: Western fast food - corn cup, Chinese restaurant - shrimp corn/pine kernel corn, Western restaurant - salad corn/corn soup, drinks - corn juice, etc.**

Flower Fruit Mountain Juice at the hotel



Fruit juice is in the restaurant



Flower fruit mountain juice in the channel



Strategic partner



Product operation instructions

Produced cup 350ml/ cup

1. Kumquat lemon juice

Thawed kumquat lemon juice 60g+ straight water 220g+ ice cubes 70g+1 small green orange cut in half + half green lemon, stir well =350ml/ cup

2. Passion pineapple juice

Thawed passion pineapple 90g+ straight water 190g+ ice cubes 70g+ half a green lemon, stir well =350ml/ cup

3. Orange Jasmine tea

Thawed orange jasmine tea 90g+ straight drinking water 190g+ ice cubes 70g+ half, stir well =350ml/ cup

4. Poplar Tree Nectar (dessert)

110g raw coconut milk + 110g mango pulp + 50g straight drinking water + 30g grapefruit granules + 50g mango granules =350ml/ cup

Produced cup 500ml/ cup

1. Kumquat lemon juice

Thawed kumquat lemon juice 85g+ straight water 310g+ ice cubes 105g+1 small green orange cut in half + half green lemon, stir well =500ml/ cup

2. Passion pineapple juice

Thawed 130g passion pineapple + 270g straight water + 100g ice cube + half a green lemon, stir well =500ml/ cup

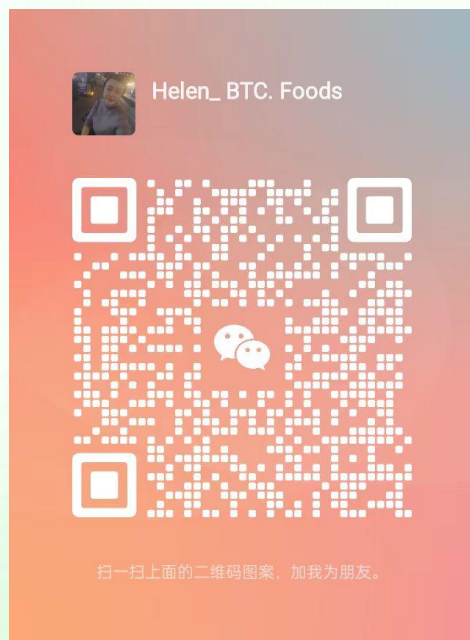
3. Orange Jasmine tea

Thawed orange jasmine tea 130g+ direct drinking water 270g+ ice cube 100g+ half an orange, stir well =500ml/ cup

4. Poplar Nectar (Drink)

150g raw coconut milk + 150g mango pulp + 100g straight water + 100g ice cubes +2 TBSP grapefruit granules =500ml/ cup

Thank you for your support win-win cooperation



Tel: +601157297752, +8618650197752

Global food juice source factory

