



Manhattan Juice Clinic

1. The idea behind the franchise

Why 'Manhattan' and why the name 'Manhattan Juice Clinic®'? For most people, Manhattan represents the greatness of the USA! Manhattan is synonymous with New York, and New York is synonymous with success and power! In other words: Manhattan is the center of the World! The unique mixture and blend of the countless different nationalities that make up the modern day United States is similar to the endless list of fruits and vegetables we can use to live healthier, and to live longer!

2. The basics of the business model

It is true that cooked and processed foods sustain life; nevertheless that does not mean that this type of food has the power to regenerate the atoms that furnish the life force to our body. On the contrary, progressive degeneration of the cells and tissues follows the continuous consumption of cooked and processed foods. Fresh juices are the cleaners of the human system. Fruits in sufficient variety will nurture the body with all the carbohydrates and sugar that it needs. Vegetable juices are the builders and regenerators of the body. Vegetables contain all the amino acids, minerals, salts, enzymes, and vitamins needed by the human body, provided that they are used consumed fresh, raw, and without preservations. The unique juice formulas of the MJC® provides all of the above, and makes living a healthier life easy and convenient.

3. The future is juicy... Manhattan Juice Clinic®

The idea of a 'juice bar' is not new, but the MJC® concept is a unique variation of the proven concept, as well as a well-planned concept for a nationwide chain of thousands of juice bars. Operating with a shared motto and logo, with the same objective, and with the same high standards of hygiene and quality, the MJC® franchise concept features some USP's not found in any other comparable venture. A 'health-facts' advertising campaign goes in sync with the launch of each new location, focusing on the importance of minimum 'one glass of fresh fruit or vegetable juice daily'.

4. Becoming a Franchisee of the Manhattan Juice Clinic

The Manhattan Juice Clinic® seeks operators who choose MJC® because they believe the brand can help them achieve their personal and financial goals. The excellence of the product is nearly a guarantee for success, and a fair franchise contract is the foundation on which our model is build. We serve our partners with dedication, integrity and superior customer service.

Contact us at: franchise@manhattanjuiceclinic.com