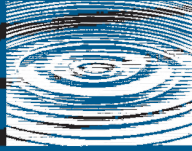




KING·CASEY



KING-CASEY INSIGHTS

Lessons from Best-Practice Strategies



CLIENT CASE STUDY

TOTAL STORE COMMUNICATIONS

How Jamba Juice is looking to improve the customer experience and grow sales by optimizing menu communications along the entire “path-to-purchase”

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KING-CASEY INSIGHTS

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ABOUT KING-CASEY

OVERVIEW & OBJECTIVES

Jamba Juice was born in 1990 because founder Kirk Perron had a big idea while relaxing with a smoothie after a workout. Why not use a blender to inspire and simplify healthful living everywhere? Now, in less than 30 years, Jamba has grown to become a market-leading smoothie brand, providing premium, delicious blends to customers in over 800+ locations around the world.

In late-2017, Jamba brought in a new Chief Marketing Officer, Claudia Schaefer, who deeply rooted in consumer insights and data analytics, uncovered that an “evolved” experience was key in moving the Jamba brand forward. Their proprietary research uncovered a disconnect between the current Jamba offerings and what customers today expect from a healthfulness perspective. These customers appreciated the leadership position that Jamba had staked out in the “healthful” market, but they felt the company’s menu did not represent the great leaps forward that competitors had made in recent years.

In addition to having to evolve the menu strategy, the research findings also uncovered an opportunity to create a new Total Store Communications program, which would highlight a new menu merchandising strategy inclusive of optimized menuboards and in-store communications to guide customers along the “path-to-purchase (P2P). “We knew we needed expert help on the merchandising strategy,” Ms. Schaefer says, “and our franchisees recommended King-Casey, a restaurant consultancy well-known for helping leading brands improve their business performance and customer experience.”



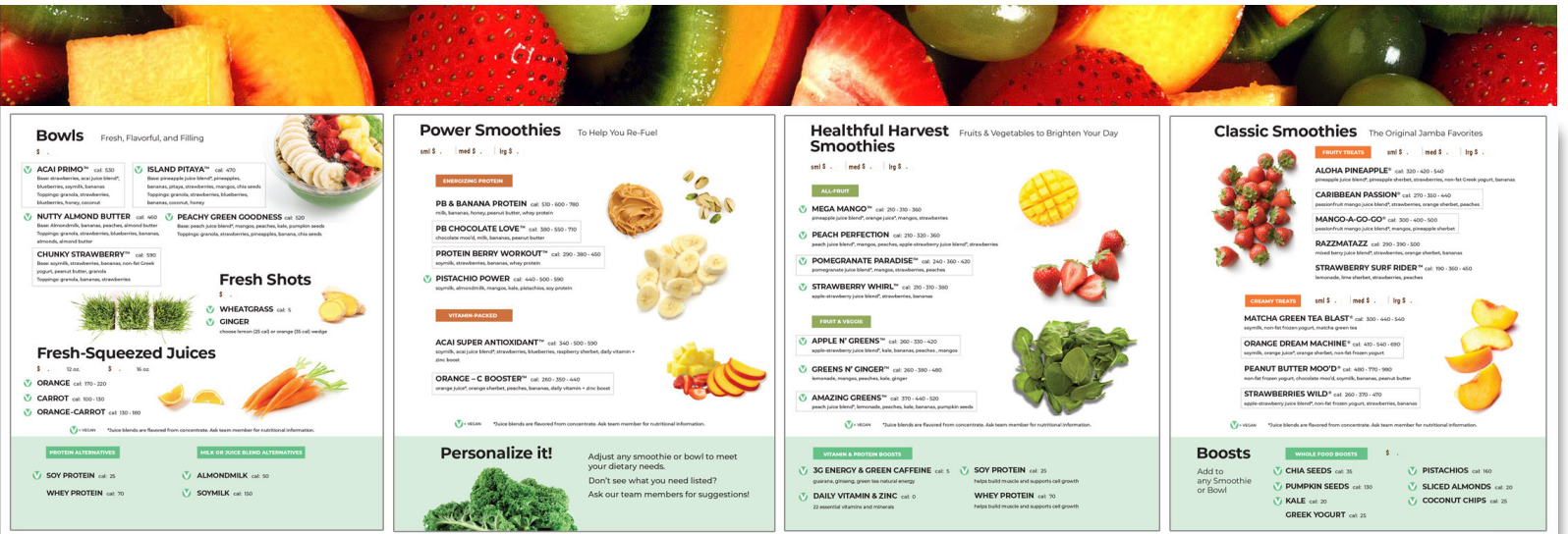


ESTABLISH A MENU STRATEGY

A DATA-DRIVEN MENU STRATEGY WAS DEVELOPED TO GUIDE THE TOTAL COMMUNICATIONS SOLUTIONS THAT FOLLOWED

The first step was to create and agree upon a Menu Merchandising Strategy. Howland Blackiston, who led the King-Casey team, said: “We were incredibly impressed by the quantity and quality of the Jamba research. They did a stellar job of putting together reams of sales data and competitive analyses. Equally important, they put together a high-level team representing a range of disciplines and franchise partners to participate in an all-day Menu Merchandising Strategy session that we facilitated. The team approach meant that every key sector of the company was part of the process, making eventual buy-in much easier.”

Every item on Jamba’s menu was evaluated and prioritized based on hard data about sales, profits, industry trends and consumer research. The Menu Merchandising Strategy that evolved identified the optimal placement of menu items to help Jamba realize its business objectives. This data-driven strategy now guides what products are placed where, how they need to be merchandised and how all store communications can be leveraged to achieve the desired business results. This process is much more than attractive graphic design and cosmetics. It’s about leveraging factual data, and in-depth analysis to develop strategic, business driven solutions for all in-store communications.



Bowls

Fresh, Flavorful, and Filling

ACAI PRIMO™ cal 520
Base: acai berry, banana, granola
Toppings: granola, strawberries, blueberries, kiwi, orange
Mushrooms, honey, coconut

ISLAND PITAVIA™ cal 470
Base: pineapple juice blend, pineapple, bananas, kiwi, strawberries, mango, chia seeds
Toppings: granola, strawberries, blueberries, bananas, coconut, honey

NUTTY ALMOND BUTTER cal 460
Base: almond milk, banana, granola
Toppings: granola, strawberries, blueberries, kiwi, orange

PEACHY GREEN GOODNESS™ cal 520
Base: peach juice blend, mango, kiwi, pineapple seeds
Toppings: granola, strawberries, pineapple, banana, chia seeds

CHUNKY STRAWBERRY™ cal 390
Base: strawberry, kiwi, banana, granola
Toppings: granola, banana, strawberries

Fresh Shots

WHEATGRASS cal 5
CINGER

Fresh-Squeezed Juices

ORANGE cal 170-220
CARROT cal 100-180
ORANGE-CARROT cal 130-180

PROTEIN ALTERNATIVES

SOY PROTEIN cal 25
WHEY PROTEIN cal 70

MILK OR JUICE BLEND ALTERNATIVES

ALMONDMILK cal 50
SOY MILK cal 100

Power Smoothies

To Help You Re-Fuel

cal \$. med \$. lg \$.

ENERGETIC PROTEIN

PB & BANANA PROTEIN™ cal 350-600-780
with banana, peanut butter, chia protein

PE CHOCOLATE LOVE™ cal 360-550-710
chocolate, nut milk, banana, peanut butter

PROTEIN BERRY WORKOUT™ cal 290-380-460
strawberry, blueberry, banana, chia protein

PISTACHIO POWER™ cal 440-500-580
apple, pistachio, mango, kiwi, pistachio, soy protein

VITAMIN PACKED

ACAI SUPER ANTIOXIDANT™ cal 340-500-590
apple, acai juice blend, strawberries, blueberry, raspberry, daily vitamins + zinc boost

ORANGE - C BOOSTER™ cal 260-350-440
orange juice blend, peach, banana, daily vitamins + zinc boost

Personalize it!

Adjust any smoothie or bowl to meet your dietary needs.
Don't see what you need listed?
Ask our team members for suggestions!

Healthful Harvest Smoothies

Fruits & Vegetables to Brighten Your Day

cal \$. med \$. lg \$.

ALL-FRUIT

MEGA MANGO™ cal 290-390-380
pineapple juice blend, mango juice, mango, strawberries

PEACH PERFECTION™ cal 270-320-360
peach juice blend, mango, kiwi, apple, strawberry juice blend, strawberries

POMEGRANATE PARADISE™ cal 240-300-420
pomegranate juice blend, mango, strawberries, peach

STRAWBERRY WHIRL™ cal 260-320-380
apple, strawberry juice blend, strawberries, banana

FRUIT & VEGGIES

APPLE N' GREENS™ cal 360-380-420
apple, strawberry juice blend, kiwi, banana, peach, mango

GREENS N' CINGER™ cal 300-380-460
broccoli, mango, peach, kiwi, ginger

AMAZING GREENS™ cal 370-440-530
peach juice blend, kiwi, banana, peach, kiwi, banana, pumpkin seeds

VITAMIN & PROTEIN BOOSTS

3G ENERGY & GREEN CAFFEINE cal 5
green tea, ginger, green tea, coconut oil

SOY PROTEIN cal 25
Helps build muscle and supports cell growth

DAILY VITAMIN & ZINC cal 0
22 essential vitamins and minerals

WHEY PROTEIN cal 70
Helps build muscle and supports cell growth

Classic Smoothies

The Original Jamba Favorites

cal \$. med \$. lg \$.

FRUIT TREATS

ALOHA PINEAPPLE™ cal 320-420-540
pineapple juice blend, kiwi, strawberries, kiwi, banana, non-fat Greek yogurt, banana

CARIBBEAN PASSION™ cal 370-350-440
passion fruit, mango juice blend, strawberries, orange, kiwi, peach

MANGO-A-CO-CO™ cal 300-400-500
passion fruit, mango juice blend, mango, kiwi, banana

RAZZMATIAZ™ cal 290-390-500
mixed berry juice blend, strawberries, orange, kiwi, banana

STRAWBERRY SURF RIDER™ cal 390-360-460
lemonade, lime, kiwi, strawberries, peach

CREAMY TREATS

MATCHA GREEN TEA BLAST™ cal 300-440-540
yogurt, non-fat frozen yogurt, matcha green tea

ORANGE DREAM MACHINE™ cal 420-540-680
mango, orange juice blend, kiwi, banana, peach

PEANUT BUTTER MOOD™ cal 460-570-680
non-fat frozen yogurt, chocolate, kiwi, kiwi, banana, peanut butter

STRAWBERRIES WILD™ cal 360-370-470
apple, strawberry juice blend, non-fat frozen yogurt, strawberries, banana

Boosts

Add to any Smoothie or Bowl

WHOLE FOOD BOOSTS

CHIA SEEDS cal 35
PUMPKIN SEEDS cal 100
KALE cal 20

PISTACHIOS cal 160
SLICED ALMONDS cal 20
COCONUT CHIPS cal 25

GREEK YOGURT cal 25

OPTIMIZE MENU COMMUNICATIONS

The team's next step was to develop a range of schematics to express in words and diagram form how the menu would be organized on menuboards to achieve the goals and objectives set forth in the Menu Merchandising Strategy. "This is where King-Casey's merchandising expertise was particularly valuable," Ms. Schaefer says. "They asked the right questions and helped us to visualize our Menu Communication Strategy and focus. They also know how customers read menuboards, which they do very differently from printed paper menus. King-Casey's insights into the menuboard 'hot zones' that are most attractive to consumers was particularly valuable."

Two of the schematic variations were then developed into color production artwork and put into nine stores to assess the validity of the new Menu Communications Strategy, and to identify the "best-performing" concept that would be rolled out across Jamba's entire store system. The test results were a powerful validation of the optimized menu communications, which outperformed the current menuboards in a number of critical areas.

- ## THE NEW OPTIMIZED MENU COMMUNICATIONS OUTPERFORMED THE CURRENT BOARD:
- INCREASED SALES OF HIGH-PROFIT MENU CATEGORIES
 - HIGHER INCIDENCE OF ADD-ONS SALES



LEVERAGE P2P ZONE COMMUNICATIONS

ALL STORE MENU MERCHANDISING WAS OPTIMIZED TO SUPPORT THE NEW MENU STRATEGY WHILE IMPROVING JAMBA'S CUSTOMER EXPERIENCE

While the menu board is arguably the most critical communicator in Jamba stores, there are many additional opportunities along the customer path-to-purchase (P2P) to reinforce menu messaging and influence customer purchase decisions. That's because every store is, in fact, a series of different customer zones (entry zone, pre-order zone, order zone, pick-up zone, etc.) In each zone, customers have different needs, attitudes and behaviors. What's communicated from one zone to the next should be determined by these customer needs and the brand's specific business objectives.

Guided by the new Menu Merchandising Strategy, King-Casey worked closely with the Jamba team to develop Total Store Communications solutions. First by identifying the key customer zones within the store environment, and then, by determining customer needs in each zone, and establishing zone-specific business objectives along the entire path-to-purchase. King-Casey worked hand-in-hand with Jamba's internal and external store design team to ensure that Jamba's new prototype store environment would directly bolster their new world-class zone merchandising strategy.

"This was another example of where the Jamba team was more far-sighted than many of its peers," Blackiston says. "We have understood the customer operating zone concept for many years and worked with numerous clients within its context, but this was the first instance in which we worked directly with the team designing new branding and a prototype store. That meant that we were able to guide the actual design of the new store to



more effectively leverage the merchandising strategies we were developing.”

A Path-to-Purchase Zone Merchandising Manual was created to establish specific strategies and merchandising guidelines to continually optimize business performance while improving the customer experience.

The result of the entire project is a Total Store Communication solution that will help drive business outcomes and delight Jamba’s customers. Roll-out of the menu merchandising and in-store merchandising is scheduled for 2019.



“ KING-CASEY’S MERCHANDISING EXPERTISE WAS PARTICULARLY VALUABLE. THEY ASKED THE RIGHT QUESTIONS AND HELPED US TO VISUALIZE OUR MENU COMMUNICATION STRATEGY AND FOCUS. ”

Claudia Schaefer
Senior VP & Chief Marketing Officer
Jamba Juice

KING-CASEY IS THE FIRM THAT THE WORLD'S LEADING RESTAURANT AND FOODSERVICE BRANDS COME TO WHEN THEY WANT RESULTS

King-Casey, founded in 1953, provides practical, analytics-driven insights and research-validated solutions for restaurant and foodservice brands. We are renowned as the leader in providing comprehensive, turn-key Menu Optimization Services that increase Sales and Profitability.

Our team of industry professionals provides a suite of totally integrated menu optimization services. Collectively, our services provide advanced solutions that enable our clients to unlock the full potential of their menu communications, and achieve significant, measurable business results. No other firm provides such comprehensive menu optimization analytics and solutions.

Our Suite of Services Include

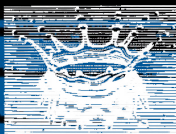
- Consumer insights analytics
- Attitude and usage research
- TURF analysis
- PMIX analysis
- Menu performance analytics
- Menu Operations analysis
- Menu engineering
- Menu strategy
- Menu communications analytics
- Path-to-purchase communications analytics
- Total Store Communications

The Benefits Are Immediate and Meaningful

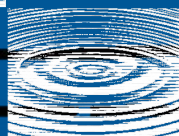
- Increased sales and profitability
- Improved customer experience (P2P)
- Totally integrated solutions
- No loss or dilution of insights and data due to their transfer from one consulting resource to the next
- Cost and timing savings resulting from combining the full suite of services under one umbrella

Want to Know More?

Please call Tom Cook, Principal, King-Casey at (203) 571-1776. Or e-mail Tom at: tcook@king-casey.com. Take the first step in optimizing your menu and increasing your business performance.



KING·CASEY



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