

60 SECOND JUICE BAR PLACEMENT GUIDE

FAST, FUN FACTS:

- Fire Cider is a USDA-Certified Organic sweet, tart, and spicy concentrated apple cider vinegar tonic, infused with roots, fruits, and spices.
- Fire Cider is NOT a ready-to-drink beverage. We recommend a tablespoon a day.
- Fire Cider is non-alcoholic. The main ingredient is raw, living vinegar.
- Fire Cider is shelf stable, even once opened, and has an 18 month shelf life.
- Fire Cider contains raw honey and should not be consumed by children under 2 years.
- Fire Cider Honey-Free is Vegan-Certified.

INCORPORATE FIRE CIDER INTO YOUR JUICE BAR MENU:

- Offer a Stand Alone Shot or as a mix-in with tea, juice blends (like carrot, ginger, citrus), lemonade, apple cider, and seltzer for a “Master Tonic”.
- Brunch: Mimosas or a hair of the dog hangover cure with a Michelada or Bloody Mary.
- Offer food? Try adding to salad dressings, drizzled over cooked greens, or in a marinade, sauce, or soup. Anywhere a zesty vinegar would go, Fire Cider is home!

SAMPLING AND THE LARGER STRATEGY:

- Sampling is easy with a staffed juice bar position and is a great advertisement for your juice blends AND our retail-size bottles. People start "by the oz", and then move to "by the bottle".
- Stand Alone Shots have a very high margin (mid 60s) for \$2/oz at bulk prices.
- Ways to describe Fire Cider to curious customers:
 - An updated twist on the traditional New England health tonic.
 - If Kombucha were beer, Fire Cider would be whiskey.
 - Give your taste buds a wake-up call in the morning, put some pep in your step.
- For more info, check out our Sampling Guide.
- To request additional sampling materials, fill out [our quick survey](#).

SOCIAL MEDIA SUPPORT:

- We want to share your good buzz on Fire Cider! Try a contest for best recipe, sign, chalkboard art, or display. Get creative.
- Check out our Social Media Cheat Sheet for info on our robust social media program.

SUPPORT MATERIALS AVAILABLE DIRECT OR THROUGH SELECT DISTRIBUTORS INCLUDE:

- Posters: 8x10 size and 11x17 size
- Product cards and recipe cards
- Fire Cider branded shot glasses, stickers, temporary tattoos, and T shirts

FULL INGREDIENT LIST FROM LARGEST TO SMALLEST QUANTITY (ALL CERTIFIED ORGANIC):

Fire Cider Original: Apple Cider Vinegar, Wildflower Honey, Oranges, Lemons, Onions, Horseradish, Ginger, Garlic, Turmeric, Habanero Pepper, Black Pepper.

Original Honey-Free: Apple Cider Vinegar, Oranges, Lemons, Onions, Horseradish, Ginger, Garlic, Turmeric, Habanero Pepper, Black Pepper.

Fire Cider African Bronze: Apple Cider Vinegar, Wild African Bronze Honey, Oranges, Lemons, Onions, Horseradish, Ginger, Garlic, Turmeric, Habanero Pepper, Black Pepper.

For additional information, please contact Sales@FireCider.com or call 413.553.0739