



Helen Harrison & James Kidman
Brand Director & Head of Food
Crussh Fit Food & Juice Bars

“Crussh is that rare thing – healthy & delicious”

The Telegraph



London's leading healthy food & juice retailer, founded in the City of London over 20 years ago. On a mission to improve the wellbeing of teams & customers every day.





Helen Harrison,
Brand Director



James Kidman,
Head of Food

20 years of Crussh...

1998 - 2003



The UK's first juice bar,
founded 1998 on Cornhill

2003 - 2012



2012 - 2016



2016 - today



35 sites throughout London
& the South East & growing

Helen & James
joined 2016/17!



Today

CRUS2H

FIT FOOD ♥ SMART COFFEE ♥ RAW JUICE



HIGH STREET-
CRUSSH



TRAVEL-
SSP



HEALTHCARE-
SODEXO



UNIVERSITIES-
SODEXO



WORKPLACE-
WEWORK



SUPERMARKET-
SAINSBURY'S





Fresh food that's designed to taste great, keep you fit and contribute to good health (whatever your diet)



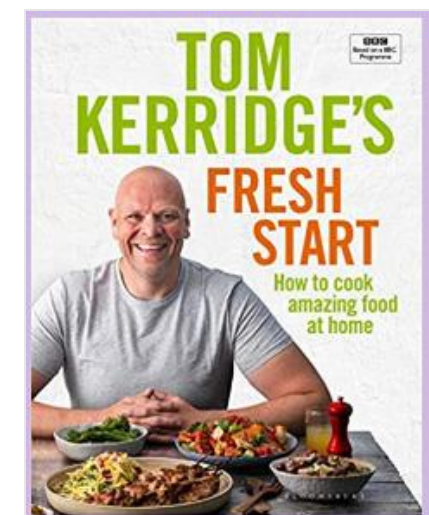
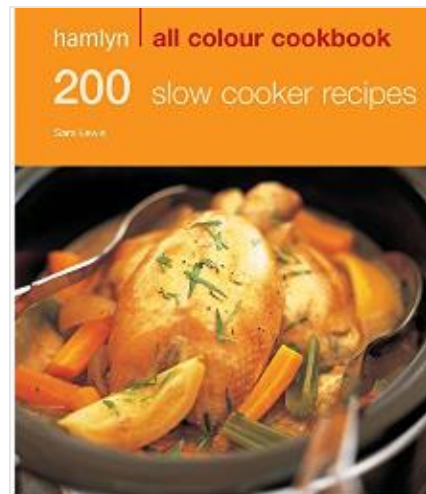
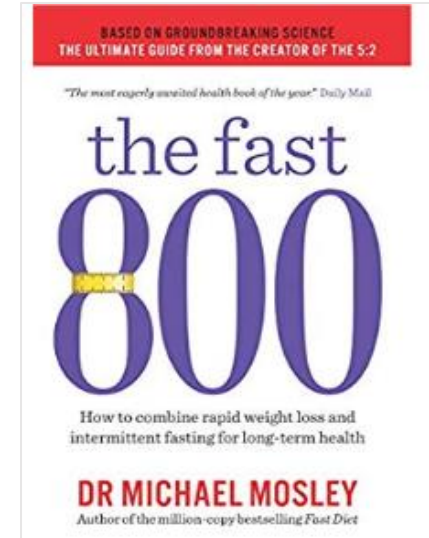
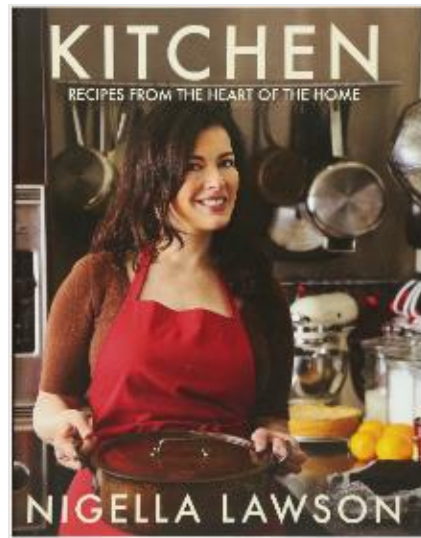
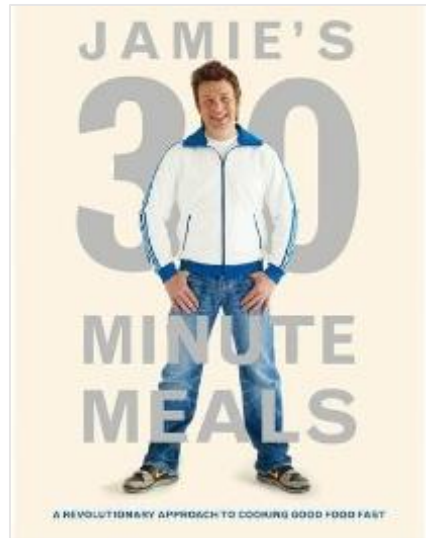




Consumer perception on health & nutrition – how has it changed in the last 10 years?



2009 v. 2019 Amazon best selling cookbooks



More eggs, please. Cholesterol is OK now

This U-turn on dietary advice is long overdue. All kinds of damage have been done to people's lives and livelihoods

Official advice on low-fat diet and cholesterol is wrong, says health charity

Report accuses UK public health bodies of colluding with food industry and calls for overhaul of dietary guidelines



New plant-focused diet would 'transform' planet's future, say scientists

'Planetary health diet' would prevent millions of deaths a year and avoid climate change



The last 10 years has seen a huge shift in nutritional understanding, with **many of the nutrition claims of the 80s & 90s being disproven.**

FAT is okay!

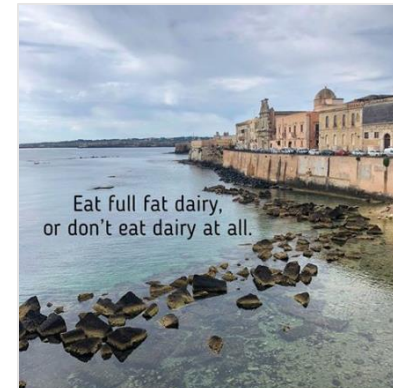
LOW FAT products often contain high amounts of sugar & sweeteners = **not okay!**

Highly processed food is really **damaging.**

A largely **PLANT-BASED** diet is great for you & the planet.

"Don't eat anything your great-grandmother wouldnt recognize as food."

~ Michael Pollan



The trend towards **healthy eating** is not a fad; **it's now a habit**, and the healthy-eating sector is experiencing dramatic growth.*

Among young people particularly, **flexitarian and reduction in meat consumption** is a huge food trend, with a fifth of British 16 to 24-year olds identifying as either veggie or vegan.**

Sustainable credentials & packaging is now driving purchasing decisions



**THIS
JANUARY
CRUSSH
IS...**



*MCA **Guardian

The nutritional landscape & legislation - how has it changed?





NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

**MUCH MILDER
CHESTERFIELD
IS BEST FOR YOU**

Copyright 1953, Lorain & Miss Thayer Co.

APRIL 1953

First and Only Premium Quality Cigarette in Both Regular and King-Size

CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

High in protein,
Thick,
Müllerlicious,
FAT FREE!
NO ADDED SUGAR!

Katarina Johnson-Thompson
World Indoor & Commonwealth Champion

Contains naturally occurring sugars

OFFICIAL YOGURT **müller** BRITISH ATHLETICS



**adverts which claimed
it uses natural ingredients banned for
being 'misleading'**

**banned over 'full
of goodness' and 'nutritious' claims**

**advert banned for misleading
health claims**

**ad banned for making
unauthorised health claims on focus
and concentration**

Legislation on nutrition & health claims
introduced in 2007 has meant brands need to
be **very careful** when making claims.

Claims need to be **legit & backed up**.

Consumers are increasingly wary of bold
claims & will question you.

Crussh started **20 years ago**, way before the
legislation of 2007 so some of the product
names & claims were...questionable!



How have these areas driven change in our business?



2009 to 2020



Orange juice to
Veggie Greens!
More veg, **LESS
SUGAR**



No more 'Fat
Burners'...
**SUBSTANTIATED
HEALTH CLAIMS**
in all areas



POSTIVE health
messages, a move
from 'diet'
language



More
FUNCTIONAL
products &
categories



More plants & a
recent shift from
Vegan to
PLANT-BASED

Jan 2020 Case Study

Freshly Made Smoothie Category in decline

Grab & Go branded shakes (Barebells) performing well

Customers asking for lower sugar, more variety, more plant-based options

What else do we know? Functional sells!

Jan 2020 Case Study

Identify what areas to address/target.

Brief: Plant-based & protein – hitting 2 macro trends in one.



Source a protein powder blend to partner with.

Brief: plant-based, deliver 20g+ protein per scoop, be versatile across different flavours, all natural ingredients.



Develop appealing recipes/taste that isn't just for gym goers.

Work with Helen on marketing claims: Plant-based, 20g+ protein, under 300kcal.

Campaign assets

NEW PROTEIN SHAKES

20G+ OF PROTEIN.
100% PLANT-BASED.
UNDER 300 CALS.



INCREDIBLE BULK

Coconut milk, vanilla protein, pineapple, spinach, banana, lime

ALLERGENS: SOYA
5.25

24G PROTEIN



BERRY SUPER WARRIOR

Almond milk, vanilla protein, blueberries, strawberries, banana, flax seeds

ALLERGENS: NUTS
5.50

23G PROTEIN



CHOCOCO NUTTER

Almond milk, chocolate protein, banana, almond butter

ALLERGENS: NUTS
5.25

24G PROTEIN



PURE PROTEIN

Chocolate or vanilla protein with almond milk

ALLERGENS: NUTS
4.50

20G PROTEIN



AÇAÍ BOWL

With granola, fresh blueberries & banana

ALLERGENS: GLUTEN
3.75



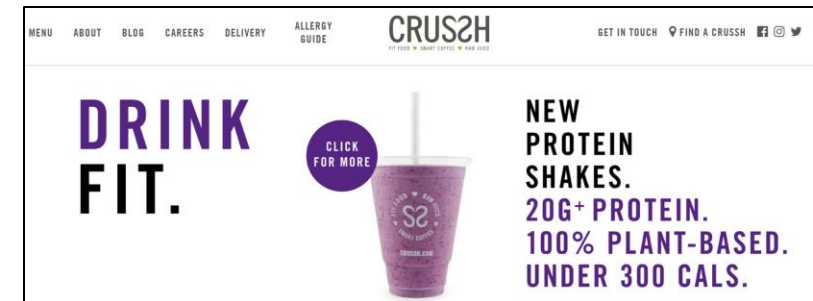
All our juices, smoothies, shakes, hot drinks & hot food are freshly prepared in our onsite kitchen every day where we handle various allergens, so we cannot guarantee that these foods are free from allergens. If you would like information on the allergen content of our foods, please speak to a member of staff who will be happy to assist.

DRINK FIT.

NEW PROTEIN SHAKES. 20G+ PROTEIN. PLANT-BASED.



DRINK FIT. EAT FIT. BE FIT. 2020



Early results

Berry Super Warrior the best seller

Total smoothie category in positive YOY growth

Hugely positive response & shares on social channels



THANK
YOU!

CRUS2H
FIT FOOD ♥ SMART COFFEE ♥ RAW JUICE

