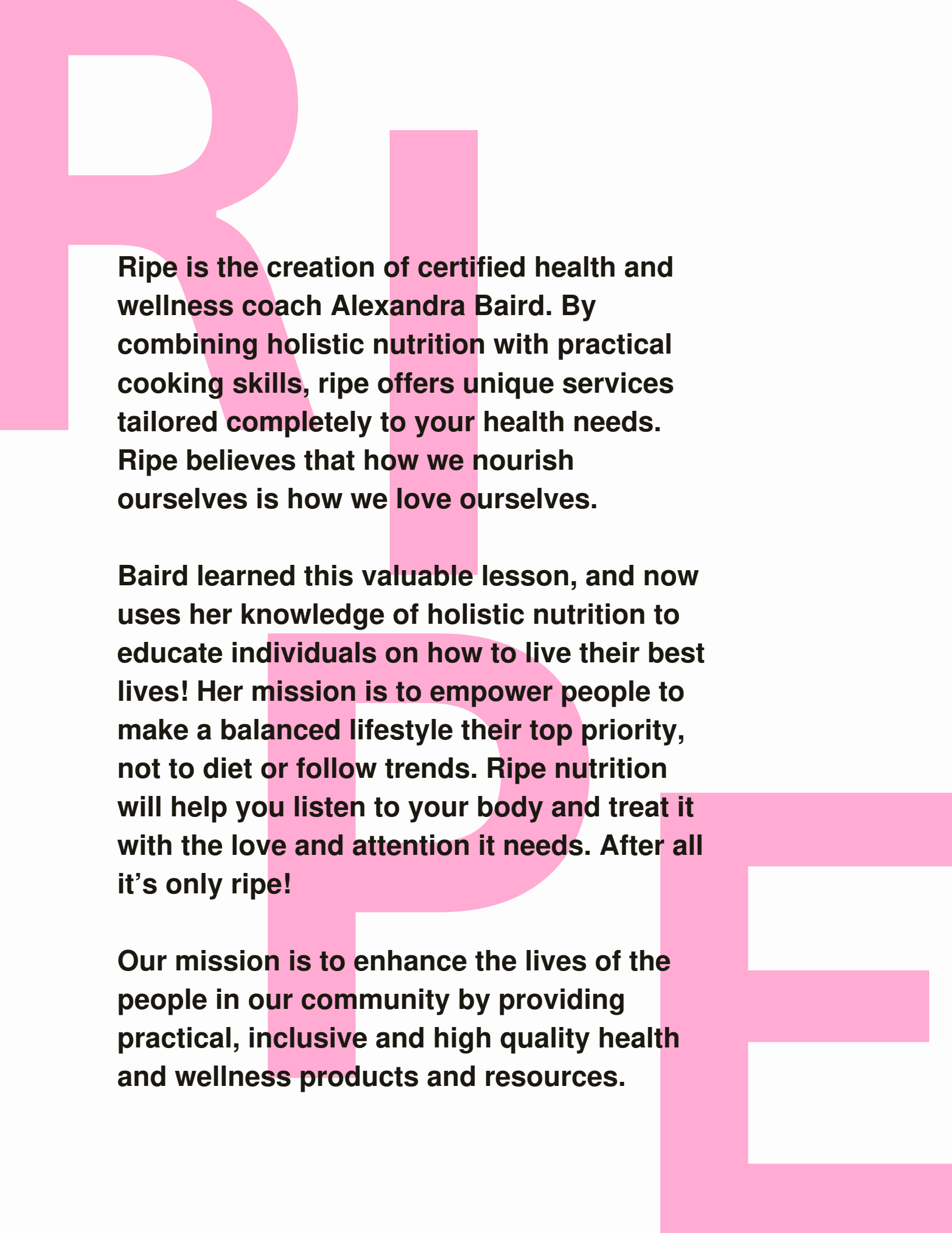


# Broth Bar

ripe

*Information &  
Setup Guide*



**Ripe is the creation of certified health and wellness coach Alexandra Baird. By combining holistic nutrition with practical cooking skills, ripe offers unique services tailored completely to your health needs. Ripe believes that how we nourish ourselves is how we love ourselves.**

**Baird learned this valuable lesson, and now uses her knowledge of holistic nutrition to educate individuals on how to live their best lives! Her mission is to empower people to make a balanced lifestyle their top priority, not to diet or follow trends. Ripe nutrition will help you listen to your body and treat it with the love and attention it needs. After all it's only ripe!**

**Our mission is to enhance the lives of the people in our community by providing practical, inclusive and high quality health and wellness products and resources.**

## ***BROTH BAR SET UP***

**YOU CAN SELL OUR ORGANIC, WARM AND NOURISHING BROTH HOT BY THE CUP, WITH THE OPTION OF SELLING OUR FROZEN AND REFRIGERATED RETAIL BROTH PRODUCTS ALONGSIDE.**

1 You purchase the materials required for the experience you want, then we'll set everything up for you!

2 To satisfy customer preferences we provide you with a Vegan Mushroom Broth and a non-vegan Liquid Gold Chicken Bone Broth. You will receive litre containers of frozen back bar broth to heat and sell. Our broths are frozen to lock in optimum freshness and to last as long as possible using zero additives or preservatives. Our broth is organic, gluten free, and made locally in small batches.

3 You easily sell broth out of a heated urn (provided by us) by the cup. We have provided a SRP and wholesale pricing, you are guaranteed to make a profit on each cup sold!

4 Our broths come in beautiful packaging with a resealable spout, and can be put back in the refrigerator at end of day for use the next day. Once defrosted, broth lasts 7 days in the fridge.

5 Ripe nutrition aims to be zero waste. At each delivery we'll pick up used back bar containers to refill for next time and save on packaging waste.

# SET UP OPTIONS

## OPTION ONE

Is broth by the cup only. We will provide and loan you with two of our wrapped and branded urns to heat broth, cups/lids, and have the option of selling our broth frozen. You try a hot broth, love it, then can take it home!

## OPTION TWO

Is a soup and broth bar station. We will provide our organic, vegan sweet potato noodles on each delivery that you can add to the broth to make a delicious full balanced meal. Additionally, you can add garnish or one of our 4 hot sauces, which you also have the option of selling in store.



## ***OUR ORGANIC HOT SAUCES***

### **RIPE HOT**

Made with green Anaheim chili peppers, lime and garlic.

### **RIPE CHILI**

A spicy alternative to olive oil, made with Calabrian chili peppers and garlic.

### **MILD CHILD**

A mild cilantro, lime and jalapeño based hot sauce

### **HEALTHY HEAT**

Fermented organic garlic, ginger and chili peppers.





# PRICING STRATEGY

## BACK BAR BROTH WHOLESALE PRICING

<b>48 - 100 UNITS</b>	<b>\$12</b>
<b>100 + UNITS</b>	<b>\$11</b>

**1 UNIT PROVIDES 2.7 CUSTOMER SERVINGS IN A 10 OZ OR 12 OZ CUP**

**1 UNIT = 27 OUNCES / 1 LITRE**

**\*MINIMUM ORDER - 48 UNITS**

## PROFIT MARGIN ANALYSIS

<b>ITEM RETAIL COST (100% MARKUP)</b>	<b>\$8.88</b>
<b>WHOLESALE COST</b>	<b>\$4.44</b>
<b>PROFIT</b>	<b>\$4.44</b>
<b>PROFIT MARGIN</b>	<b>50.0%</b>

**NEW SHELF STABLE BROTH  
GLASS MASON JARS  
NOW AVAILABLE**

shelf stable for 1 year

**LIQUID GOLD CHICKEN BONE BROTH**



INGREDIENTS: Chicken Bones, Onions, Celery, Carrots, Ginger, Garlic, Parsley, Tarragon, Thyme, Pink Himalayan Sea Salt, Spring Water, Apple Cider Vinegar

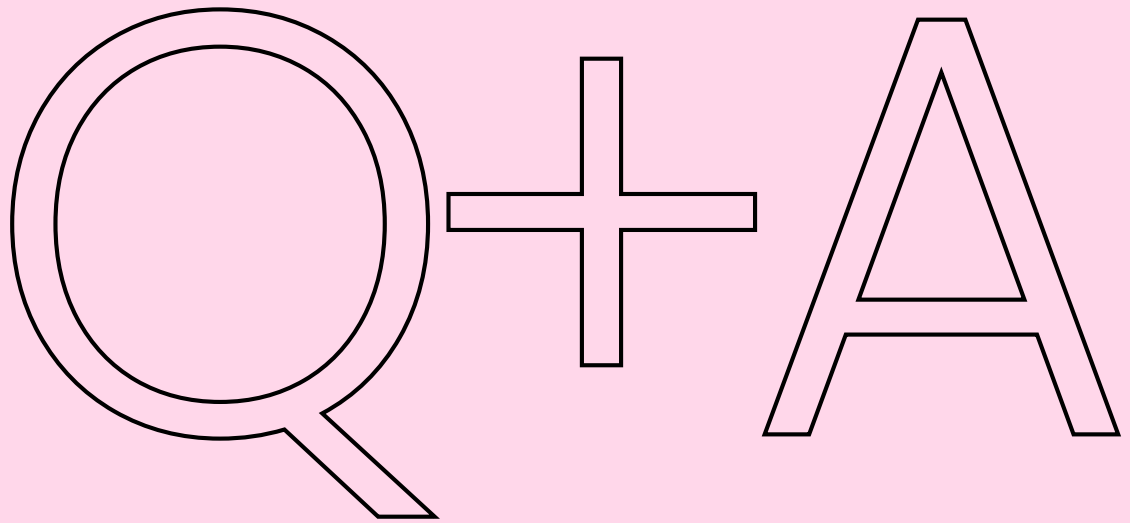


**SUPER MUSHROOM VEGAN BEAUTY BROTH**



INGREDIENTS: Adaptogenic Chaga + Reishi Mushrooms, Turmeric, Ginger, Coconut, Pink Himalayan Salt, Pepper, Chilli, Lemongrass, Kefir, Lime, Spring Water, Onions, Celery, Carrots, Apple Cider Vinegar





***What is the ordering process?***

Our system is based on “just in time” inventory and made in small batches to ensure optimal freshness.

We are about integrity of our products, so if you give us four days advanced notice, we will get a fresh pot of broth on just for you!

***What are your delivery days?***

Delivery days are on Wednesdays.

***Do you provide marketing support?***

Ripe has over 14,000 loyal followers on Instagram.

We love to support the local businesses we work with by posting about all of their incredible products!

By partnering with us, you will gain access to this entire network, which will in turn benefit your brand and sales.

We can help your store by posting through all of our social channels.

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