

# EVERY DAY VALUE

## Launch Kit

ESSENTIAL

BUILDS

# EVERYDAY VALUE

**\$9.50**



- + NUTELLA CUP
- + PEANUT BUTTER CUP
- + MANGO CUP

**ACAI**  
BROS

LIVE: THUR 28 MAY

**ACAI**  
BROS™

Acai Bros is launching Everyday Value - a new range of competitively priced, great value cup options designed to meet customers where they are in a challenging economic climate. Everyday Value delivers the same quality, nutritious product Acai Bros is known for, at a price point that removes the barrier to everyday consumption.

KEY INFORMATION	
Start Date	<p><u>VALUE CUPS:</u>                      OTC: Thur 28 May                      DEL: End of June, TBC - subject to additional lid stock delivery</p> <p><u>BUNDLES:</u> OTC &amp; DEL Thur 28 May</p>
End Date	TBC
Objectives	<p>Consumer spending across dining out and food continues to trend downwards as economic pressures persist. To strengthen our competitiveness and protect against softening demand, we have developed Everyday Value; a more accessible bowl option that lowers the entry price point without compromising on brand quality or experience. While the range is designed to drive trial and retain price-sensitive customers, the strategic intent goes beyond affordability. Data consistently shows that introducing value options increases purchase frequency and overall ATV - customers who feel confident spending a smaller amount are more likely to visit more often, and more likely to trade up or add on once they're in-store.</p>
Pillars	<div style="background-color: #444; color: white; border-radius: 15px; padding: 10px; display: inline-block;">Sales Growth</div>
Measures of Success	<div style="background-color: #444; color: white; border-radius: 15px; padding: 10px; display: inline-block;">6% of Total Sales</div>
Parameters	<p>Value Cups = In-store only (Pick-up, Kiosk, POS), delivery will launch end of June  <a href="#"><u>Due to availability of the lids we will not launch on Delivery platforms until end of June. Please be sparing with lids allocated, do not prompt customers, only give them if asked.</u></a></p> <p>Bundles = All platforms</p>
Pricing/Offer	<p><u>BUNDLE 1</u>                      2 x Smoothies                      OTC RRP: \$22                      DEL RRP: \$26</p> <p><u>BUNDLE 2</u>                      2 X Regular Bowls                      OTC RRP: \$32                      DEL RRP: \$36</p> <p><u>VALUE CUPS</u>                      Peanut Butter, Mango, and Nutella - customers can select ANY base!                      OTC RRP: \$9.50                      DEL RRP: \$13</p>

**MARKETING**

<p>Printed Assets</p>	<p>A4 Counter Card (Menu for Value Cups, see artwork on following page)                  A-Frame                  Delivery: WC 25 May</p> <p>Counter card should be displayed front and center by your POS. Ensure you have no more than two counter cards on display.</p> <p>An A5 flyer asset will be uploaded to Digital Stack for FPs to print at their discretion.</p>
<p>Delivery</p>	<p><u>Value Cups</u> = Launching end of June, we will drive OTC visitation instead  <u>Bundles</u> = Will go live on delivery Thursday (launch day)</p>
<p>ATE Rewards</p>	<p><u>Push notifications</u>: x2 for first month, then x1 each month following.  <u>App</u>: Homescreen banner to launch  <u>eDM</u>: x2 for first month, then x1 each month following.</p>

Delivery Images



Peanut Butter Value Cup



Mango Value Cup



Nutella Value Cup

**MARKETING**

Menu

**VALUE CUPS**

The Everyday Value cups will be added to Kiosks, and POS on the morning of go-live.

They will not appear on physical menu boards or DMBs, only the counter card.

**BUNDLES**

The Bundles will be added to Delivery apps, Kiosks, and POS on the morning of go-live.

They will not appear on physical menu boards or DMBs, our intention is for these to mainly be promoted/sold on Delivery apps, hence lack of promotion in store.



A-Frame



Counter Card



ATE Banner

SOPs

VALUE CUPS – BUILD CHART

NUTELLA CUP	
	<b>Chosen Base (One Max) 6oz Cup 150g</b>
	<b>Granola* 1 tbsp</b>
	<b>Strawberry 1 whole</b>
	<b>Nutella 1/2 Flat dollop no.24</b>
PEANUT BUTTER CUP	
	<b>Chosen Base (One Max) 6oz Cup 150g</b>
	<b>Granola* 1 tbsp</b>
	<b>Banana 5 slices</b>
	<b>Peanut Butter 1/2 Flat dollop no.24</b>
MANGO CUP	
	<b>Chosen Base (One Max) 6oz Cup 150g</b>
	<b>Granola* 1 tbsp</b>
	<b>Mango 5 Pieces</b>
	<b>Mango Sauce 8g Drizzle</b>

\*Can be swapped with Buckini for gluten free option

# EVERYDAY VALUE LAUNCH KIT



## TCOGS

ACAI & FROZEN YOGHURT - NUTELLA VALUE												
<b>INGREDIENTS</b>		<b>Junior (Box)</b>										
Acai	150g											
Granola	1 Tbsp (9g)											
Strawberry	1 Whole (14g)											
Nutella	Flat Dollop 24 (23g)											
<b>TCOGS</b>												
<b>Junior (Box) - Soft Serve</b>												
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)						
Acai Soft Serve	N/A	10,000	100%	77.50	150	1.16						
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18						
Strawberry	3.75kg (15 x 250g punnets)	3,750	100%	75.00	14	0.28						
Nutella	1kg	3,000	100%	43.71	23	0.34						
Bowl Size (Junior)	Box of 1000	1,000	100%	77.00	1	0.08						
Dome Lid (Box)	Box of 1000	1,000	100%	71.50	1	0.07						
Spork	Box of 1000	1,000	100%	19.95	1	0.02						
							2.12	OTC	9.50	8.64	25%	
							5.32	DEL	13.00	11.82	45% 3.19	
<b>Junior (Box) - Blended</b>												
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)						
Acai Blended with Banana	1 x Tin	4,000	100%	33.20	150	1.25						
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18						
Strawberry	3.75kg (15 x 250g punnets)	3,750	100%	75.00	14	0.28						
Nutella	1kg	3,000	100%	43.71	23	0.34						
Bowl Size (Junior)	Box of 1000	1,000	100%	77.00	1	0.08						
Dome Lid (Box)	Box of 1000	1,000	100%	71.50	1	0.07						
Spork	Box of 1000	1,000	100%	19.95	1	0.02						
							2.21	OTC	9.50	8.64	26%	
							5.40	DEL	13.00	11.82	46% 3.19	
ACAI & FROZEN YOGHURT - PEANUT BUTTER VALUE												
<b>INGREDIENTS</b>		<b>Junior (Box)</b>										
Acai	150g											
Granola	1 Tbsp (9g)											
Banana	5 Slices (30g)											
Peanut Butter	1/2 Flat Dollop 24 (19g)											
<b>TCOGS</b>												
<b>Junior (Box) - Soft Serve</b>												
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)						
Acai Soft Serve	N/A	10,000	100%	77.50	150	1.16						
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18						
Banana	13kg	13,000	62%	24.00	30	0.09						
Peanut Butter	2kg	2,000	100%	22.12	19	0.21						
Bowl Size (Junior)	Box of 1000	1,000	100%	77.00	1	0.08						
Dome Lid (Box)	Box of 1000	1,000	100%	71.50	1	0.07						
Spork	Box of 1000	1,000	100%	19.95	1	0.02						
							1.81	OTC	9.50	8.64	21%	
							5.00	DEL	13.00	11.82	42% 3.19	
<b>Junior (Box) - Blended</b>												
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)						
Acai Blended with Banana	1 x Tin	4,000	100%	33.20	150	1.25						
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18						
Banana	13kg	13,000	62%	24.00	30	0.09						
Peanut Butter	2kg	2,000	100%	22.12	19	0.21						
Bowl Size (Junior)	Box of 1000	1,000	100%	77.00	1	0.08						
Dome Lid (Box)	Box of 1000	1,000	100%	71.50	1	0.07						
Spork	Box of 1000	1,000	100%	19.95	1	0.02						
							3.89	OTC	9.50	8.64	22%	
							5.08	DEL	13.00	11.82	43% 3.19	

# EVERYDAY VALUE LAUNCH KIT



ACAI & FROZEN YOGHURT MANGO VALUE							
INGREDIENTS		Junior (Box)					
Acai	150g						
Granola	1 Tbsp (9g)						
Mango	5 Pieces (35g)						
Mango Sauce	Drizzle (8g)						
TCOGS							
Junior (Box) - Soft Serve							
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)	
Acai Soft Serve	N/A	10,000	100%	77.50	150	1.16	
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18	
Mango (QF)	1kg	1,000	100%	6.78	35	0.24	
Mango Sauce	1kg batch	1,000	100%	8.00	8	0.06	
Bowl 6oz (Junior)	Box of 1000	1,000	100%	77.00	1	0.08	
Dome Lid (Box & 16oz)	Box of 500	500	100%	30.45	1	0.06	
Spork	Box of 1000	1,000	100%	19.95	1	0.02	
							RRP (inc. GST) RRP (exc. GST) TCOGS DEL Fee
							1.80 OTC 9.50 8.64 21%
							4.99 DEL 13.00 11.82 42% 3.19
Junior (Box) - Blended							
Ingredient	Purchase Pack Size	Conversion	Yield	Cost (\$)	Usage	Usage Cost (\$)	
Acai Blended with Banana	1 x Tin	4,000	100%	33.20	150	1.25	
Granola (Monday Food Co)	1kg	1,000	100%	19.80	9	0.18	
Mango (QF)	1kg	1,000	100%	6.78	35	0.24	
Mango Sauce	1kg batch	1,000	100%	8.00	8	0.06	
Bowl 6oz (Junior)	Box of 1000	1,000	100%	77.00	1	0.08	
Dome Lid (Box & 16oz)	Box of 500	500	100%	30.45	1	0.06	
Spork	Box of 1000	1,000	100%	19.95	1	0.02	
							RRP (inc. GST) RRP (exc. GST) TCOGS DEL Fee
							1.88 OTC 9.50 8.64 22%
							5.07 DEL 13.00 11.82 43% 3.19

VALUE CUPE		Price (inc. GST)	COGS		CATEGORY AVG COGS	DEL Price (inc. GST)	DEL		CATEGORY AVG COGS
Peanut Butter Value	COGS%	\$9.50	20.9%		22%	\$13.00	42.3%		43%
	GP \$		\$6.83			\$6.82			
Nutella Value	COGS%	\$9.50	24.6%			\$13.00	45.0%		
	GP \$		\$6.51			\$6.50			
Mango Value	COGS%	\$9.50	20.8%			\$13.00	42.2%		
	GP \$		\$6.84			\$6.83			

## SUPPLY

To ensure you are Promo Ready, all stores must ensure:

- Packaging has been ordered and received, ETA Wed 27 May - **if you have not received by this date, advise your GSM and we will delay launch at your store until you have recieved. National marketing campaign will launch following week.**
- Team members are all aware of the campaign and how to make the cups to recipe and at speed

Each site will receive:

- 1 carton of 6oz cups (total 1,000 units)
- 6 sleeves of lids (total 300 units)

## PRODUCT

Modify/Remove	<p>These cups are designed to offer a price point that brings customers back more regularly, including those who may have cut us from their budget. To protect revenue and not encourage downsizing, only the modifications below modifiers will be possible.</p> <ul style="list-style-type: none"> <li>• Swap Granola for Buckinis to make the cups gluten-free. This swap comes at no additional cost.</li> <li>• Bowls are only able to be one flavour of base. If a customer requests multiple bases/flavours, they will need to upgrade to one of our Small or Regular bowls.</li> <li>• Customers may remove ingredients from their cup, but the price remains the same.</li> <li>• Customers can select any base</li> </ul>
Upsell	<p>To drive ATV, we recommend educating staff about upsell techniques to add-on drinks to orders.</p> <p>“Can we get you anything else today? We have a limited edition Peaches &amp; Cream Smoothie that’s amazing.”</p> <p>“Can I get you a coffee or a smoothie as well?”</p>

### REDCAT POS FLOW

Please refresh your POS ahead of launch and check the buttons are working.

You should have a Value button like the below”

rozen Yoghur REG	Waffle Cone
ild Your FroYo REG	Value
Coffee Regular	Coffee Large
s1 Remedy Drinks	Chilled Drinks



## CUSTOMER SUPPORT

Please continue to log all feedback via this Feedback Tracker [here](#).

Please note, our Guest Relations team continues to monitor digital channels on a daily basis and further sharing any customer feedback for our consideration.

## REPORTING & TARGETS

As always, we will be monitoring sales data by channel on a weekly basis to ensure item sales are in line with our targets. We suggest setting a weekly store target of and checking in each week to understand how this goal is progressing.

## STORE / FP SUPPORT

If you have any questions about this Launch Kit, we are always here to support you to ensure this is a smooth process for everyone. Please reach out to:

Ant Juwono, National Operations & Training Manager, [antony@concepteight.com.au](mailto:antony@concepteight.com.au) | 0476 829 497  
Emma Ngov, Growth & Support Manager (QLD), [emma.ngov@concepteight.com.au](mailto:emma.ngov@concepteight.com.au) | 0469 792 172  
Sunny Lan, Growth & Support Manager (WA ) [Sunny@concepteight.com.au](mailto:Sunny@concepteight.com.au) | 0481 294 987

Kathy Damatopoulos, Interim General Manager of Marketing, [kathy@concepteight.com.au](mailto:kathy@concepteight.com.au)  
Callum Mackay, General Manager (GM), [callum@concepteight.com.au](mailto:callum@concepteight.com.au)

## SUCCESS

Maximise success for this campaign by ensuring every team member is aware of the campaign, conducting sampling with the team so they can experience it themselves, and providing a genuine recommendation to customers who ask about it.

### KEY TEAM MESSAGING

“What are these?”

These are our new Value Cups; they are just as delicious as our usual bowls, just smaller and with a few less toppings.

“Can I add XYZ?”

No, sorry, with the size of the cups these are just designed to fit what we have. You can swap the granola for Buckinis to make it gluten-free, though, and you can choose any base you like!