

LEARN HOW TO SELL AÇAÍ AND WIN OVER YOUR CUSTOMERS



Today, açaí is a billion dollar market in Brazil and it keeps growing. Know more about it!

TROPICAL
AÇAÍ

Find out how
juice stores
in Brazil have
significantly
increased their
profit by introducing
açai in their menu



The consumption of açai in Brazil was mainly in the northern region of the country, Pará State, which is the best and the largest fruit producing region.

Initially, the natives and the riverside inhabitants eat the Açai because it gives satiety and it is an excellent source of energy.

At the beginning of the 1980s, açai began to be sold in the Northeast region of Brazil, mainly in the beach regions, and the biggest consumers were the sports practitioners such as surfing and windsurfing.

They like Açai because of the excellent taste and for offering a great source of nutrients. Due to its excellent and exotic flavor, açai began to be widely consumed by young people in largest regions of Brazil, such as Rio de Janeiro and São Paulo. Many of these people spend their holidays in the Brazilian Northeast.

Açai really started to please the Brazilian and soon had its image associated with quality of life and people seeking better health instead of consume other sweet and more caloric foods.

For entrepreneurs in Brazil who own juice stores, working with açai is a great way to get a good income and associate your store with healthy foods and young athletes.

Due to its popularity and image linked to Sport, the product is consumed all year.

In fact, the target audience that consumes açai bowls or in juices is quite broad, but the vast majority have quality of life in mind as the main factor. The consumption of Açai is closely related to good health, frequently consumed after physical activities such as walking, jogging or bodybuilding.

Açai has a great potential for selling to the public American because there is a large number of people interested in having a healthy life, however açai is not so common in the United States,

The possibility of attracting consumers through advertising on social networks became pretty easy and cheap. In Brazil most juice stores saw this potential and started to create several açai recipes. Dozens of recipes were created and from there started to attract new consumers through promotions and, participation in sporting events with free samples of açai, always linking the product's image to healthy living and sports people. So açai became a fever among surfers, gym practitioners and martial arts practitioners.

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But how did profit increase?

Using açai to promote the juice store is easier because it's new, it's healthy and it has an exotic color and a distinctive taste.

In Brazil, juice stores work a lot with 10-acaí ice cream boxes liters that have an average cost of R\$70.00 and give an average of 40 units of 250ml. Thus, the cost of Açai reaches R\$2.50 and we sell quietly at R\$8.00. We prefer to use the ice cream because it is not necessary to be beaten, just add toppings, saving energy and time.

Many stores also use the Taylor Machine to make ice cream on time and cost, and it also facilitates storage.

If you choose to make smoothies, besides the possibilities of recipes being numerous, the financial return is even greater.



Choosing an ideal partner:

However, to make success in your açai store it is important to look for an açai brand that is prepared to give you a good support and have a na amazing product.

The açai must have the USDA organic certificate, Non-GMO and the security seal Fssc 22000 food that guarantees origin and quality in pasteurization and industrialization of açai pulp.

Ideally, you should always choose a brand that owns the industry and the farm and does not depend on companies that outsource all the production and harvest of açai.

Also, sometimes lowest price won't offer the best quality, and in the food business, your reputation is at stake, and quality, flavor and image of your product will make your clients grow and build loyalty.

After analyzing the product and the Açai company, check what is possible to do with açai. What recipes you can make and what is the best way to make a delicious açai.

Also look for companies that may have people who support you and guidelines on how to use açai as a new source of income in your store.

To give you an idea of the profit margins that açai can offer, in some stores in the USA, the cost of making an açai bowl should be something between \$2.75- \$3.00 all in 200g of açai, granola, fruit, plastic, spoon and napkin. That returns at \$10.00 or greater sale.

An açai smoothie depends on the other ingredients but 200g, Banana and juice or almond milk should cost the operator less than \$2.00.

As we can see, it is a very profitable product and you should think about putting the açai immediately at your company too.

If you have any more questions or want to know more about how to put açai in your store, don't hesitate to call us or send an email.



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