

ICHIGO

JAPAN QUALITY
STRAWBERRY SWEETS

Strawberry Information

Product name: ICHIGO
(FROM CHIBA, Japan)
Frozen strawberry lasts up to 3 years.

Why are Japanese strawberries suited for smoothies?

Japanese strawberries are rich in juice and sweetness. Therefore, when added to smoothies, they impart a natural sweetness and rich flavor. The image below features a strawberry smoothie from an actual shop opened in Manila, along with other menu items incorporating strawberries. They achieve monthly sales of 12 million yen and import 1.5 to 2 tons of strawberries.



ICHIGO Characteristics

- 1. High Quality**
Supplying strawberries that meet the high quality as perceived by the users, rather than what the producers consider as high quality. It is supplied strawberries with freshness that surpasses the market standard by harvesting and delivering in the shortest possible time.
- 2. Fair Price**
It is achieved fair prices by supplying directly from the fields without intermediate distribution through agricultural cooperatives markets, etc.
- 3. Stable Supply**
Achieving a stable supply through large-scale expansion via corporate partnerships.

ICHIGO Recipes

High efficiency per unit area, minimal inventory risk, and high margins! To achieve this, we have developed a sweets sales package using Japanese-quality strawberries. In addition to the strawberry smoothie, there are like strawberry pie and strawberry frozen yogurt. If you have any requests, we are also able to provide other menu options. We can also ship white strawberries called Angel White (available season is limited only). Compared to regular strawberries, they offer a distinct aroma and appearance, allowing for differentiation in taste from the usual red smoothies.



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How the business model works?

This can be implemented for both new store openings and existing store. Since it's a business model that allows for small-scale deployment, it's not limited to tenant openings. Even individuals who already operate restaurants or cafes can introduce strawberry smoothies as a new menu item.


Newly opened
Sawada ICHIGO Cafe
in Philippines



Serve new
ICHIGO menus
in your shop

1. ICHIGO PREMIUM SMOOTHIE

i. Product Description

 <p>ICHIGO PREMIUM SMOOTHIE Frozen Beni Hoppe strawberries from Japan blended into a smooth, refreshing drink</p>	<ul style="list-style-type: none"> ● Raw Materials Frozen Fruits (Strawberry, Banana, Lemon) 260ml Milk (50ml) ● Recommended Serving Size 300ml <p>※ Limited Edition Frozen Fruit (strawberry, banana, lemon)</p>
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ii . Material cost and Transportation cost	To KSA		To UAE	
	By Sea	By Air	By Sea	By Air
Raw Materials Unit : kg	\$16.00	\$16.00	\$16.00	\$16.00

Weight	5,760kg	300kg	5,760kg	300kg
Shipping Fee /Time	\$4,200	\$2,800	\$4,100	\$2,700
※C&F /kg	\$0.73	\$9.33	\$0.71	\$9.00
Subtotal Unit: kg	\$16.73	\$25.33	\$16.71	\$25.00


iii . Estimate (USD)					
Material Cost	Smoothie Mix [250g]	\$4.18	\$6.33	\$4.18	\$6.25
	Milk [50ml]	\$0.07	\$0.07	\$0.07	\$0.07
	Honey [15ml]	\$0.05	\$0.05	\$0.05	\$0.05
Subtotal		\$4.30	\$6.45	\$4.29	\$6.37
Material Cost	Cup	\$0.07	\$0.07	\$0.07	\$0.07
	Lid	\$0.04	\$0.04	\$0.04	\$0.04
	Straw	\$0.04	\$0.04	\$0.04	\$0.04
Subtotal		\$0.15	\$0.15	\$0.15	\$0.15
Cost Of Goods Sold		\$4.45	\$6.60	\$4.44	\$6.51

Selling Price	\$12.00	\$12.00	\$12.00	\$12.00
	SAR 46	SAR 46	AED 46	AED 46

Gross Profit	\$7.55	\$5.40	\$7.56	\$5.49
	63.0%	45.0%	63.0%	45.7%

*Actual fares and on-site costs can vary depending on the circumstances and the number of days of storage etc, so please use this as an estimate only.

2. ICHIGO MILK SMOOTHIE

i. Product Description	
 <p style="font-weight: bold; color: #e91e63;">ICHIGO MILK SMOOTHIE</p> <p>Blended Beni Hoppe strawberries and milk for a creamier Ichigo smoothie</p>	<ul style="list-style-type: none"> ● Raw Materials Frozen Fruits (Strawberry, Banana, Lemon) 160ml Milk (150ml) ● Recommended Serving Size 300ml <p>※ Limited Edition Frozen Fruit (strawberry, banana, lemon)</p>

ii . Material cost and Transportation cost	To KSA		To UAE	
	By Sea	By Air	By Sea	By Air
Raw Materials Unit : kg	\$16.00	\$16.00	\$16.00	\$16.00

Weight	5,760kg	300kg	5,760kg	300kg
Shipping Fee /Time	\$4,200	\$2,800	\$4,100	\$2,700
※C&F /kg	\$0.73	\$9.33	\$0.71	\$9.00
Subtotal Unit: kg	\$16.73	\$25.33	\$16.71	\$25.00


iii . Estimate (USD)					
Material Cost	Smoothie Mix (150g)	\$2.51	\$3.80	\$2.51	\$3.75
	Milk (150ml)	\$0.20	\$0.20	\$0.20	\$0.20
	Honey (15ml)	\$0.05	\$0.05	\$0.05	\$0.05
Subtotal		\$2.76	\$4.05	\$2.76	\$4.00
Material Cost	Cup	\$0.07	\$0.07	\$0.07	\$0.07
	Lid	\$0.04	\$0.04	\$0.04	\$0.04
	Straw	\$0.04	\$0.04	\$0.04	\$0.04
Subtotal		\$0.15	\$0.15	\$0.15	\$0.15
Cost Of Goods Sold		\$2.91	\$4.20	\$2.90	\$4.15

Selling Price	\$9.00	\$9.00	\$9.00	\$9.00
	SAR 34	SAR 46	AED 34	AED 34

Gross Profit	\$6.09	\$4.80	\$6.10	\$4.85
	67.7%	53.4%	67.7%	53.9%

*Actual fares and on-site costs can vary depending on the circumstances and the number of days of storage etc, so please use this as an estimate only.

3.KEZURI ICHIGO

i.Product Description	
 <p>KEZURI ICHIGO Shaved frozen Beni Hoppe strawberries topped combined with Hokkaido cream</p>	<ul style="list-style-type: none"> ● Raw Materials Strawberries (120g) Condensed Milk <p>※ Limited Edition Frozen Fruit (strawberry, banana, lemon)</p>

ii . Material cost and Transportation cost	To KSA		To UAE	
	By Sea	By Air	By Sea	By Air
Raw Materials Unit : kg	\$16.00	\$16.00	\$16.00	\$16.00

Weight		5,760kg	300kg	5,760kg	300kg
Shipping Fee /Time		\$4,200	\$2,800	\$4,100	\$2,700
※C&F /kg		\$0.73	\$9.33	\$0.71	\$9.00
Subtotal Unit: kg		\$16.73	\$25.33	\$16.71	\$25.00

iii . Estimate (USD)					
Material Cost	Frozen Strawberries [120g]	\$2.01	\$3.04	\$2.01	\$3.00
	Condensed Milk [15g]	\$0.09	\$0.09	\$0.09	\$0.09
Subtotal		\$2.09	\$3.13	\$2.09	\$3.09
Material Cost	Cup	\$0.05	\$0.05	\$0.05	\$0.05
	Spoon	\$0.03	\$0.03	\$0.03	\$0.03
Subtotal		\$0.08	\$0.08	\$0.08	\$0.08
Cost Of Goods Sold		\$2.18	\$3.21	\$2.17	\$3.17


Selling Price	\$9.00	\$9.00	\$9.00	\$9.00
	SAR 34	SAR 34	AED 34	AED 34

Gross Profit	\$6.82	\$5.79	\$6.83	\$5.83
	75.8%	64.4%	75.9%	64.8%

*Actual fares and on-site costs can vary depending on the circumstances and the number of days of storage etc, so please use this as an estimate only.

4. ANGEL WHITE ICHIGO PREMIUM SMOOTHIE

i. Product Description

	<ul style="list-style-type: none"> ● Raw Materials Frozen Fruit (Strawberry, Banana, Lemon) 260ml Milk (50ml) ● Recommended Serving Size 300ml <p>※ Limited Edition Frozen Fruit (strawberry, banana, lemon)</p>
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ii . Material cost and Transportation cost	To KSA		To UAE	
	By Sea	By Air	By Sea	By Air
Raw Materials Unit : kg	\$18.20	\$18.20	\$18.20	\$18.20

Weight		5,760kg	300kg	5,760kg	300kg
Shipping Fee	/Time	\$4,200	\$2,800	\$4,100	\$2,700
※C&F	/kg	\$0.73	\$9.33	\$0.71	\$9.00
Subtotal	Unit: kg	\$18.93	\$27.53	\$18.91	\$27.20


iii . Estimate (USD)					
Material Cost	Smoothie Mix (250g)	\$4.73	\$6.88	\$4.73	\$6.80
	Milk (50ml)	\$0.07	\$0.07	\$0.07	\$0.07
	Honey (15ml)	\$0.05	\$0.05	\$0.05	\$0.05
Subtotal		\$4.85	\$7.00	\$4.84	\$6.92
Material Cost	Cup	\$0.07	\$0.07	\$0.07	\$0.07
	Lid	\$0.04	\$0.04	\$0.04	\$0.04
	Straw	\$0.04	\$0.04	\$0.04	\$0.04
Subtotal		\$0.15	\$0.15	\$0.15	\$0.15
Cost Of Goods Sold		\$5.00	\$7.15	\$4.99	\$7.06

Selling Price	\$13.80	\$13.80	\$13.80	\$13.80
	SAR 52	SAR 52	AED 52	AED 52

Gross Profit	\$8.80	\$6.65	\$8.81	\$6.74
	63.8%	48.2%	63.8%	48.8%

*Actual fares and on-site costs can vary depending on the circumstances and the number of days of storage etc, so please use this as an estimate only.

5.ANGEL WHITE KEZURI ICHIGO

i.Product Description	
	<ul style="list-style-type: none"> ● Raw Materials Strawberries (120g) Condensed Milk ※ Limited Edition Frozen Fruit (strawberry, banana, lemon)

ii . Material cost and Transportation cost	To KSA		To UAE	
	By Sea	By Air	By Sea	By Air
Raw Materials Unit : kg	\$18.20	\$18.20	\$18.20	\$18.20

Weight	5,760kg	300kg	5,760kg	300kg
Shipping Fee /Time	\$4,200	\$2,800	\$4,100	\$2,700
※C&F /kg	\$0.73	\$9.33	\$0.71	\$9.00
Subtotal Unit: kg	\$18.93	\$27.53	\$18.91	\$27.20

iii . Estimate (USD)					
Material Cost	Frozen Strawberries [120g]	\$2.27	\$3.30	\$2.27	\$3.26
	Condensed Milk [15g]	\$0.07	\$0.07	\$0.07	\$0.07
Subtotal		\$2.34	\$3.37	\$2.34	\$3.33
Material Cost	Cup	\$0.05	\$0.05	\$0.05	\$0.05
	Spoon	\$0.03	\$0.03	\$0.03	\$0.03
Subtotal		\$0.08	\$0.08	\$0.08	\$0.08
Cost Of Goods Sold		\$2.42	\$3.46	\$2.42	\$3.42

Selling Price	\$11.40	\$11.40	\$11.40	\$11.40
	SAR 43	SAR 43	AED 43	AED 43

Gross Profit	\$8.98	\$7.94	\$8.98	\$7.98
	78.7%	69.7%	78.8%	70.0%

*Actual fares and on-site costs can vary depending on the circumstances and the number of days of storage etc, so please use this as an estimate only.