

ANY TIME IS JUICE TYME

Fresh foodservice manufacturer gets innovative to stand out



Phil Scott,
President of
Juice Tyme

If you guessed Juice Tyme's business produces what its name says, you'd be correct. However, it is the less-obvious aspects of the juice concentrate manufacturer that make it stand out from the competition.

It was the first company to introduce a shelf-stable package for frozen juice dispensers and one of the first companies to manufacture bag-in-box shelf-stable juices, says Phil Scott, President of Juice Tyme.

It also prides itself on its customer service. With such a wide distribution range – the Chicago-area business sells to distributors across the United States that then resell the juice concentrates to customers, including colleges, casinos, restaurants, bars, schools, convenience stores, hotels, nursing

homes, businesses and more – and a commitment to providing the freshest products, providing exceptional customer service isn't always easy.

Juice Tyme's salespeople across the country assist distributors by training them on juice products and working with them to sell the products and increase their business, Scott explains.

"We also have flexible manufacturing operations," he says. "Our products are made to order so they're very fresh when they go out the door. Because of this flexibility, we can fill small orders or develop new products quickly for our customers."

Juice Tyme's centralized location ensures that its products, which are shelf stable and don't require refrigeration, are shipped fresh. The company was originally headquartered in Green Bay, Wis., but relocated to Chicago in 1992.

"It's been a great location in terms of available workforce as well as a central transportation hub for the rest of the country," Scott says. "We've had some very hardworking, long-term, loyal employees – many have been with us since our move to Chicago in 1992."

Juice Tyme plays an important role in Chicago, employing people from the traditionally economically distressed Back of the Yards area, a residential neighborhood that took its name from its proximity to the Union Stock Yards.

"In an area that has been hurt by the economy, we're able to continue to provide jobs and keep people working," Scott explains.

In fact, Juice Tyme is growing. In 2004, it completed a major expansion, which enabled an expanded cooler and additional packaging lines. The following year, after it became clear that continued growth would require additional investors, the company sold a majority interest to Encore Consumer Capital.

"These initiatives have given us more flexibility and were needed for growth as well," Scott says. "The new ownership gave us the ability to acquire a competitor about two years ago. We also established a board of directors to provide guidance on growth opportunities."

Juice Tyme isn't stopping there. Next year, it plans to adopt a new product packaging system that will require additional machinery and employees, Scott says. It also plans to continually improve the packaging itself.

Juice Tyme's current packaging includes the company's

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original bag-in-box system, the patented Juice Pack that is resistant to both air and light and the Easy Mix, which dispenses directly from a box.

While its products and systems continue to evolve, so does its company culture, which is built on close relationships. Scott says the strong culture has led to improved efficiency in the workplace.

“Employees have the opportunity to work with other job functions to find quick solutions for customers,” he explains. “Employees will gladly help or back up another employee at the company in order to maintain a high level of customer service. We have a great sense of teamwork here.” ♦

JUICE TYME PRODUCTS

Juice Tyme provides a wide range of juices and beverages and is constantly developing new ones. Because the products are concentrated and contain less water, packaging and freight are more efficient, which helps to provide juice at a lower cost per ounce.

100-percent juices – Made with 100-percent real fruit juice and no added sugar, these juices are available with or without pulp and feature flavors such as orange, grape and apple.

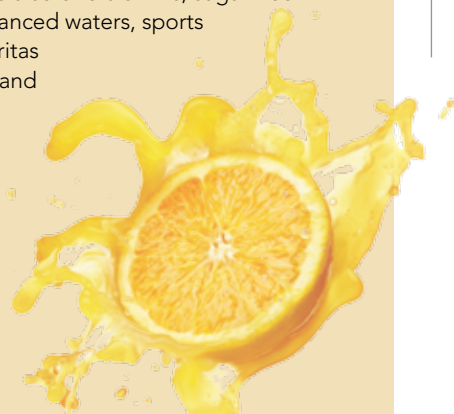
Classic juice beverages – Made with 50-percent real fruit juice, these juices feature flavors such as tomato, cranberry and pink grapefruit.

New Age juice beverages – Made with up to 50-percent juice, these beverages include flavors like lemonade, blue Caribbean punch and guava.

Fortified juices – 100-percent juice and fortified with 10 percent of the daily recommendations of vitamins A and B6 and 100 percent of the daily recommendation of vitamin C, these juices include flavors such as blue raspberry, cran-apple and red watermelon.

Other beverages – Juice Tyme also offers drinks, sugar-free beverages, thickened waters, enhanced waters, sports drinks, energy drinks, teas, margaritas and cocktail mixers, frozen drinks and smoothie mixes and flavor shots.

For more information on Juice Tyme products, visit www.juicetyme.com.



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BRAIN HURRICANE MAKES LEARNING FUN

Howards closer together, Andrew says.

“We’ve learned how to segregate family and work,” Andrew says. “From a business perspective, working with family allows us to have trust and the ability to be frank. And we’ve gotten pretty good at being able to walk away from business disputes and persist in personal settings. We spend a lot of weekends together at a family cottage.”

Brain Hurricane continues to grow at about 35 to 40 percent a year, Andrew says. The company hopes to continue that trend and build relationships with more educators and communities.

“Both Brain Hurricane and Wowzers (an online grade-school math program) provide engaging opportunities for students to learn,” Andrew says. “With Brain Hurricane, we specifically benefit the community we’re tutoring in because most of our students are on a free or reduced lunch and don’t have the resources for private tutoring. We find the kids who need the most help and provide those opportunities. And that continues to be our goal.” ♦

For more information on Brain Hurricane, visit www.brainhurricane.com.



WOWZERS BLENDS VIRTUAL WORLD WITH LEARNING

In addition to Brain Hurricane, the Howards recently developed another program called Wowzers. Wowzers is online third- through fifth-grade math content that features a virtual world and games to help students learn skills.

Wowzers can be used both inside and outside of the classroom, Andrew Howard says. School districts purchase subscriptions per child and can use the program in whatever capacity they see fit, he says. The program features automatic grading and can be individualized for each student.

“It is very contemporary,” Andrew explains. “Students can log on, create an avatar and use the virtual world to get real life experiences. We used the experiences and task flow we had with Brain Hurricane and incorporated technology, which is the future of education.”

For more information on Wowzers, visit www.wowzers.com.