



星星火活动指南

Eden Juice Spark Campaign Guide



关于益等水果吧

Where it's all good! 绝好!

没有时间做一餐健康的食品，厌恶了口味重、油腻的食物？益等您在北京吃东西最健康的选择！益等水果吧是人们想用果汁，冰沙和三明治补充能量时的最佳去处。这里的東西，新鲜又快捷。

益等水果吧采用的原料都是有机的和环保的，也就是说有利于身体健康的食品，同样也对我们的地球是有益的。

如果下次有机会，您的朋友想要换换口味了，千万不要忘记提醒他来益等水果吧。这里也是为来北京的差旅之人准备健康和新鲜食品的新场所。

顺便说一下，益等水果吧的快递还可以直接送到您的办公室或家里。

关于益等水果吧的情况

您知道么，益等水果吧的一杯胡萝卜汁包含将近500g的胡萝卜和500%的标准含量的维生素A？

益等水果吧格言——“Where it's all good!”不仅仅是一个标语，它是益等文化的一部分。您在这购买的果汁或者三明治，都是对当地企业 and 健康生活方式的一种支持。另外益等只采用不会对环境造成的破坏的原料，所以每杯果汁对于地球也是健康的！

胡萝卜汁富含 胡萝卜素，抗氧化素，能够防止细胞老化。抗氧化素向来以减缓衰老而闻名。

益等水果吧只采用最好的最健康的原料，比如金枪鱼（捕获过程不伤害海豚）、有机花生油和全麦面包。

2008年1月益等水果吧被《Time Out》杂志评为能够喝到新鲜果汁最好的地方。

益等水果吧为长期在外工作或缺乏维生素的人们，提供不同种类的果汁和冰沙用来提高人体所需的蛋白质、维生素c、肌氨酸和果酸。

会员活动——给您一些开始“口口相传”的方法

尝试新事物

如果您从来没有喝到过在这些地方制作出来的新鲜果汁，现在您的机会来了！在您向其他人推荐益等水果吧之前，您可要自己尝试一下，看一看健康的饮食是多么的美味。

发现新餐馆

您是否有朋友对适合放松和交谈的场所特别感兴趣？可以带他们来益等水果吧，看看北京餐馆的新景象。

学习和工作中的健康休息

厌倦了千篇一律的老式餐馆或者公司食堂？益等水果吧的配送服务和以前每天的多脂食物相比将是一个完美的突破！使用50%的折扣券为您的同事配送不超过5份餐，了解一下他们对枯燥工作中的健康休息有什么看法。

锻炼用餐首选

对于保持健康和青春，日常的锻炼和健康的饮食同样重要，下一次您完成您的瑜伽课程、慢跑或者散步之后去益等水果吧补充一下吧。一定要带上您的锻炼伙伴一起哦！

改善伙食

每个人都知道新鲜的水果和蔬菜是健康饮食的重要部分。现在有了益等水果吧的配送服务，您还不赶快让朋友们知道保持健康是如此容易？

邀请朋友

没有比享受一个健康的早餐更好的方法去开始您的一天了，没有比一杯新鲜的果汁更好的东西可以让您在一天中精力充沛了。不要忘记使用您的“邀请朋友”的优惠券，看看您的朋友们是不是会很羡慕您呢！

来点新意

这是一次让您变得出众的机会，来做一个独一无二而勇于尝试的你吧。然而如果您选择谈论推广益等水果吧，请一定要遵循星火行为准则，并让我们知道事情进展得如何！

对益等水果吧感兴趣的人们

每个人可能都乐意听您谈论一个在北京可以快速得到新鲜健康的果汁和三明治的新地方，但是如果您正在寻找一个特别合适的人，以下的这些人将会更想了解益等水果吧：

- 愿意尝试新事物的朋友
- 喜欢健康美味的朋友
- 同事或者同学之间（益等水果吧在两公里内免费送货）
- 家庭成员
- 喜爱各种活动的朋友
- 喜爱挖掘新餐馆的朋友

About Eden Juice: *Where it's all good!*

Don't have time to cook a healthy meal, or tired of heavy, greasy food? Eden Juice is Beijing's best healthy alternative! Eden Juice is the perfect place to recharge with juices, smoothies, and sandwiches - made fresh, and made fast.

Eden Juice uses organic ingredients and environmentally friendly supplies - which means Eden Juice is just as healthy for the planet as it is for you.

Next time a friend is looking for a change of pace, don't forget to mention Eden Juice: Beijing's new spot to get healthy meals and fresh juice when you're on the go.

And by the way, Eden Juice delivers straight to your office or home!

Facts about Eden Juice

Did you know that one Eden Juice carrot juice contains nearly a 500g of carrots and 500% of the recommended daily value of vitamin A?

Eden Juice's motto, "Where it's All Good" is not just a tagline but an important part of Eden Juice's culture. With every juice or sandwich you buy, you're supporting local entrepreneurship and a healthy approach to living. Moreover, Eden uses only environmentally friendly products, so every juice is healthy for the planet too!

Carrot Juice is high in beta-carotene, an anti-oxidant, and thus prevents cell degeneration. Anti-oxidants are known to slow down the aging process.

Eden juice only uses the best and most healthy ingredients, such as dolphin-safe tuna and organic peanut butter, and whole grain bread.

Eden Juice was reviewed in *Time Out* magazine in January 2008 as the best place to get fresh orange juice in Beijing.

Eden Juice offers a number of different Juice and Smoothie supplements for post workout or vitamin boost, such as protein, vitamin C, creatine, and acai berry.

Where it's all good! 绝好!



People to Spark about Eden Juice:

Just about everyone would love to hear about Beijing's new spot to get fresh, healthy juice and sandwiches, fast. But if you're looking for a more specific idea of who to Spark, the following people would love to hear about Eden Juice:

- Friends who like to try new things
- People who enjoy a healthy and delicious meal
- Co-workers or classmates (Eden Juice delivers for free within 2 kilometers)
- Family members
- People who love to exercise
- Friends who love discovering new restaurants

Spark Activities, activities to help you create powerful word-of-mouth:

Try Something New

If you've never had fresh juice made on the spot, now's your chance! Before you let people know about Eden Juice, be sure to check it out for yourself, and see how delicious healthy eating can be.

Discover a New Restaurant

Have a friend that loves discovering new places to relax and enjoy a conversation? Drop by Eden see what's new on the Beijing restaurant scene.

Have a Health Break at Work or School

Tired of the same old restaurants or office canteen? Eden Juice's delivery service is the perfect break from that everyday greasy food! Use your 50% off juice delivery coupons for up to five people, and find out what your co-workers think about getting a healthy break from the daily grind.

Prime for a Workout

Regular exercise is just as important as a good diet for staying healthy and young. Next time you finish your yoga class, jog, or power-walk, recharge with Eden Juice. Be sure to bring your workout partner along!

Improve Your Diet

Everybody knows that fresh fruit and vegetables are an important part of a healthy diet. And with Eden Juice's delivery service at your fingertips, why not let a friend know how convenient it is to keep healthy?

Bring a Friend

There's no better way to start your day than with a healthy breakfast, and no better mid-day pick me up than a fresh juice. Don't forget to use your "Bring a Friend" voucher, and see what your friends think too!

Be Creative

Here's another chance to stand out, so be unique and adventurous. However you choose to spread the word about Eden Juice, be sure to follow the Spark Code of Conduct and let us know how it went!



三里屯北街 Sanlitun North Road

The Village

工体北路 Gongti North Road

三里屯路

Sanlitun Road



Eden Juice Spark Campaign 2009 by Wildfire
Ostrakon Software (Shanghai) Co. Ltd.
Phone: 21-5836- 3216
Email: wildfire@wildfire.asia