**Fizz Juice**  
  
  
Wellness, functional foods, organic choices, and mindful eating—these words capture the rising wave of awareness as consumers become more intentional about what they eat, driven by a passion for healthier, more vibrant living. Juice is a nutrient-dense beverage that effectively meets consumers' dietary needs. It is convenient to carry and offers a naturally appealing taste. To help consumers achieve their health goals and desire for wholesome and hearty lifestyle, enter Fizz Juice.  
  
Fizz Juice is a small brick and mortar establishment geared at selling fresh made-to-order fruit and vegetable juice (cold press or pulp base). Other products include carbonated fruit juice and fruits, smoothies, and wellness shots. Additionally, secondary products range from snacks, water and light pastries.   
  
Embodying wellness and organic food culture. Fizz aims to source organic and ethically farmed and grown fruits. Consequently, fruits and vegetable are the business’s main ingredients. On top of that, Fizz incorporates other organic and natural add-ons such as plant based mild and milk especially for smoothies.  
  
**Mission Statement**  
  
Fizz Juice’s mission is to provide healthy juice and beverages for health-conscious customers.  
  
**Vision**  
  
Fizz Juice has the opportunity to further offer consumers healthy eating options. Fizz being in a tropical country, enables tourists and locals alike to experience locally sourced fruits while knowing that local farmers are being supported.  
  
Fizz aims to provide quality service, flavorful products, a welcoming atmosphere and communal third space.  
  
 **Problem Statement**  
  
While there are other juice and smoothie bars in the market, Fizz would be the only one offering made-to-order carbonated fruit juice and fruits, to date. Additionally, local rural populations often do not believe certain food businesses are marketed to them. Health food options with a tourist angle are often seen as just that… for tourists or for those who can afford healthier products.  
  
**Offered solution**  
  
Consequently, Fizz seeks to offer local population and tourists alike the option to complement their admiration for Jamaica’s beauty with nutritious, organic drinks. Additionally, as a signature product, carbonated made-to-order fruit juices allows for the health conscious consumer to enjoy a carbonated beverage without having to worry about artificial sweeteners or added ingredients that are present in soft drinks such as pepsi or Coke.  
  
Fizz aims to market the wonders of tasteful, healthy fruit and vegetable based drinks for all.  
  
**Location**  
  
Fizz is located in Jamaica along the North Coast highway. This provides a tropical, colorful and vibrant scenery and atmosphere that complements the Company’s overall spirit.  
  
**Jobs and Responsibilities**  
  
Bar Managers/Accountant  
Social Media and Web Specialist  
Sourcer  
Bar Staff (Cashier, Juice Attendants, Servers, Cleaner)