

## **Main Squeeze**

Main Squeeze is China's first fruit juice made not from concentrate in boxed carton. They are sold in supermarkets, coffee shops and various other outlets in China and Hong Kong. Main Squeeze is wholly owned by Seaforest (Beijing) Company Limited.

## **History**

Main Squeeze was founded in May 2012 by chance. One of its founders, Sebastian Lim arrived in Beijing from England in September 2011 to set up a food distribution company in China. Whilst in Beijing, Sebastian Lim was seeking to buy freshly squeeze juices for his own consumption similar to those found in United Kingdom. However, he could only find juices of similar concept imported in America and the prices were excruciatingly expensive.

He then decided to seek a local manufacturer to produce them and in May 2012, Seaforest signed an exclusivity joint venture agreement with a state-supported China Orange to launched Main Squeeze. China Orange has also agreed to manufacture not from concentrate juices exclusively to Seaforest and not to anyone else.

In July 2012, Main Squeeze started selling its juices in major supermarkets in Beijing and Shanghai such as Itoyokado, City Super, BHG, O'le, BLT, City Shop, Jenny Lou, Lucky Chain and Jenny Wang. Main Squeeze is also hoping to enter all Mark & Spencer stores in China in early 2013.

In November 2012, Main Squeeze begins selling not from concentrate juices in Tesco, Jusco and Wal-Mart in China. On the same month, Main Squeeze secured an exclusive contract to distribute juices not made from concentrate to all Costa Coffee retail shops in China. Main Squeeze juices are also supplied to the British Embassy in Beijing.

## **Products**

Fresh squeeze juices made not from concentrate are Main Squeeze main products. The juices are gently pasteurized. The range available is orange and cloudy apple juice. The oranges used are from navel oranges originated from Ganzhao. The apples are from Shandong. Further juice range is expected to be rolled out in 2013.

Main Squeeze juices sold in supermarkets are stored in boxed carton (Tetrapak) and its packaging contains an aluminum foil that act as an antiseptic properties in ensuring freshness. The design of the packaging was done by a design company based in Central London. Main Squeeze is replacing the smaller boxed carton (500ml) with a 360ml bottle in January 2013.