



TRENDS



Which consumer trends have the most influence?

- Proximity
- Sustainability and health
- Online shopping
- Hygiene and safety
- New payment methods
- Delivery
- Saving
- Planning

Consumer trends are constantly changing and evolving. At Zummo we follow them very closely because our aim is to be a benchmark in innovation and a trend setter. Our objective is to keep ahead of the consumers' need to offer customers the products and the know-how that will make them stand out in their sector.



BENEFITS



Incorporating a Zummo juicer into your establishment provides more benefits than you can imagine, as they drive the evolution of your business.

– **Versatility in your juice offer.**

With Zummo you do not just squeeze oranges, but also pomegranates, grapefruit, limes, lemons, and tangerines (*depending on the model)

– **Healthy product.**

Tap into the healthy and sustainable consumer trend.



– **Boost the on-the-go service.**

Zummo offers juicers and accessories that will help you to consolidate the “on-the-go” service.

– **Impulse to service delivery.**

Adding juice to your home delivery offer, will increase the loyalty of your customers as well as the average transaction.



– **Offer extension.**

Complement the sale of fruit with freshly squeezed juice.

– **Maximum hygiene**

Zummo juicers have technologies and functionalities that guarantee maximum hygiene and safety.



– **Increasing consumer loyalty.**

Consumers prefer local businesses, so foster their commitment by offering them freshly squeezed juice.

– **Yield.**

The Zummo juicers are the most efficient in the market, as they squeeze the most out of each piece of fruit.

– **Zero waste.**

Avoid rejecting fruit that are not suitable for sale. You can use them to extract their juice.



– **Usability**

The use, maintenance, and cleaning of Zummo juicers are simple and intuitive.

– **Consumer trust.**

Thanks to the EVS juice extraction system, the juice maintains its purity and its natural properties intact.



– **Improved establishment image**

Be an innovative establishment that adapts to trends.



Two trends stand out in today's consumer behaviour. More sustainable and healthy shopping habits and the return to local establishments. These trends are here to stay and are favourable to businesses that are prepared to innovate and be dynamic to meet today's consumer demands.

At Zummo, we offer all possible options for you to provide your customers with an added value by incorporating freshly squeezed juice into your range.

