

I'm going to talk to you about Harry Cragoe,
thanks to whom smoothies appeared on
the British market, all the story of his work
of founded PJ Smoothies company.

I'll take about 7 minutes. If you have any
questions, I'll try to answer them
afterwards.

Glossary

First of all, I want to tell you what the smoothie is.

Smoothie- a mix of fruit juice and fruit puree which is thicker than normal juice.



Harry Cragoe first tried a fruit smoothie in California in the early 1990s. He had no idea then that he was on the road to corporate success.

He noticed that in Britain people could buy just orange or apple juice, but nowhere they could not buy smoothie. And he saw a real opportunity.

Firstly Cragoe sold his flat, car and investments and flew back to California. He returned with a cool box packet with frozen drinks and persuaded a friend, Patrick Folkes, to help him import and sell them.



Then they founded PJ Smoothies. It was in 1994.

Initially, the firm imported frozen smoothies from America, but the business grew quickly and they didn't have the stock to meet demand.



In 1996 Cragoe decided to set up production in Britain. He founded a factory in Nottingham, equipped it and began production.



Finally, PJ Smoothies has gone from strength to strengt. The company is now Britain's market leader in the fresh drinks sector, controlling just under 50% of the market. As a proof of that, Cragoe sells more than 250,000 drinks a week in summer to big supermarkets.

But there have been problems along the way. Cragoe lost € 30,000 when his distributor went bankrupt, leaving him hundreds of boxes of juice to distribute.

But he has never lost confidence in his concept. «Most of all, you've got to have fun», he says. «You must feel really passionate about what you're doing».



Sounds like a slogan, doesn't it? I think we
all should think just like Harry Cragoe
does.

Thank you for you're attention. I hope that
you liked my presentation.

If you have any comments or questions, I'll
be happy to hear them.