



RETAIL PRODUCT GUIDE
2021



ZEUS JUICE

OUR FAMILY

Founder Paul Curtis established Zeus Juice in 2011 in his Birmingham kitchen. A bookmaker by trade, Paul fell upon the e-liquid market when his wife, Sam was diagnosed with cancer and he knew it was time to stop smoking. Having tried all alternatives, Paul turned to e-liquids, and frustrated by the lack of big, strong flavours and all-day vapes available, decided to create his own.

Moving people towards the healthier substitute of vaping, through innovation, creativity and quality.

In pursuit of perfection, Paul designed and developed premium quality e-liquids and word rapidly spread. In 2014, to meet increasing demand, Paul bought manufacturing equipment, moved into a dedicated facility, and registered the business, Zeus Juice UK Ltd; a nod to Paul's love and interest in Greek mythology.



Pictured: Zeus Juice - Phoenix Tears & Dimpleberry 100ml e-liquids

Zeus' story continued to grow from strength to strength with additional facilities, increased manufacturing, new product ranges and collaborations and 2020 was a pivotal year, with Tim Allinson joining the business as MD. Since his appointment, Zeus has introduced a new value range 'Proper Vape', launched an innovative apparel collection, opened a physical retail space and won multiple industry awards.

Today, Zeus remains a family-run business driven by moving people away from cigarettes towards the healthier substitute of vaping through innovation, creativity and quality.

Production & Distribution

Zeus proudly produces 420,000 bottles of e-liquid per week – or 4200 litres – through two state-of-the-art operational facilities in Birmingham. With a high-end consumable product testing and compliance function equipped with three white room mixing facilities and five bottling lines, Zeus is able to examine, affirm and trace every batch ensuring the ultimate quality and perfection in every single bottle that is produced.

*Perfection in every single
bottle that is produced.*

Alongside Zeus' huge warehouse capacity that is set up to dispatch to 95 countries with every individual country's vaping legislations considered, Zeus Juice UK is capable of offering fully compliant, end-to-end e-liquid production on a truly industrial scale.

Channels

Zeus' distribution currently serves over 650 independent retailers in the UK with over 5000 bottles of liquid leaving the manufacturing unit every day. An organically growing presence in an additional five European countries indicates that the Zeus brand is becoming increasingly recognised further afield and with its efficient manufacturing and distribution capabilities, Zeus is further developing its international growth plans and is poised to enter new markets.

*...Serving over 650
independent retailers...*

In addition, Zeus' direct to consumer business through zeusjuice.uk is demonstrating strong year-on-year growth through both an increase in returning customers as well as new customer acquisition.



ZEUS JUICE



- For an experienced vaper, appreciates intricate flavours and bold branding.
- The flavourist / connoisseur.
- Age 30-45



PROPER vape™

- For new vapers, looking for simplicity, value and smooth flavours.
- The quitters / rookies.
- Age 45+



BOLT

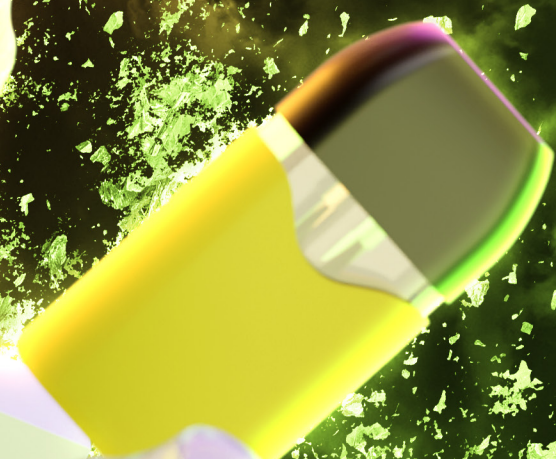
- Young adults replacing their smoking habit with a tastier and healthier alternative.
- Fashion and style conscious.
- Age 20-30





GREAT RETAIL MARGINS

ACROSS ALL PRODUCT RANGES



PROPERTM vape

Proper Value.

Zeus introduced its value range Proper Vape in 2020 to immediate success; positive press and customer demand ensured it exceeded its six months sales target within the first 48 hours of launch.

Retailing at £9.99 for a 100ml bottle of juice, Proper Vape offers significant annual savings in comparison to 20 traditional cigarettes a day. Along with the best-selling, award-winning Zeus Juice range, Proper Vape is a 'just add nicotine' concept enabling customers to completely tailor the amount of nicotine they add to their juice; helping them to gradually reduce their intake.

Marrying classic combinations with a no-fuss approach, the five-flavour range is British made, fully traceable and tested and never compromises on quality delivering the expected Zeus experience, every time.



Our **Blueberry Bubblegum** flavour e-liquid is a sweet treat! A flavour sensation that will never get old. This flavour is a classic pick 'n' mix style bubblegum flavour, with a delightfully fruity backdrop of fresh blueberries.



Our **Grape Soda** e-liquid is fantastically juicy, bubbly and instantly refreshing. The full-bodied sun-ripe grapes blend beautifully with the fizziness of the soda, leaving you with a bursting pop of fruity flavour. Great flavour all day long.



Our zesty **Citrus Drink** vape is reminiscent of a great-tasting refreshing still drink with a sharp and colourful flavour. Packed full of zing, the bitterness of the lemons and grapefruits is brilliantly balanced by the sugary sweetness of orange.



Ripe raspberries meet sugar sweet, fizzy sherbet in our **Raspberry Sherbet** e-liquid. A candied flavour designed to satisfy those with a sweet tooth, the tangy fruitiness delivers a vibrant and fresh treat for your taste buds.



Our **Berries & Grape** vape is a unique taste, a wonderful blend of dark and delicious flavours. The combination of succulent blackcurrants, tangy raspberries and juicy grapes delivers a sweet and tart flavour, creating a distinctly delicious mix.



Point Of Sale

Zeus is continually developing new and innovative products to serve the diverse needs of our customer. Nicotine salts based e-liquids, pod devices and consumables complement our shortfill e-liquid range designed to give consumers the very best chance of quitting smoking.

Understanding the need for compelling POS, Zeus can create a standout range of supporting materials from leaflets and brochures to product display stands.



*Refill pods, pod device & 10ml nicotine salts are product mockups/not yet available

BOLT

BOLT IS THE NEWEST ADDITION TO THE ZEUS FAMILY

Created specifically for digitally-savvy young urbanites empowered by their quitting journey, BOLT is fresh, fun and full of flavour.

The new BOLT range is inspired by popular culture, mindful lifestyle and creativity. Retailing at £8.99 for 50ml and featuring 10 e-liquid flavours, the BOLT collection includes the tastes of much-loved drinks and desserts such as Mocha, Cola and Custard; all delivered in a stylish little bottle.





BANANA CUSTARD

Our Banana Custard e-liquid is a silky smooth blend of bananas topped with lashings of warm vanilla custard. An ever-popular combination, this classic creamy fruit flavour will magically melt in the mouth of any dessert lover.



BUBBLY BLACKCURRANT

With deep berry goodness and a zesty citrus bite, Bubbly Blackcurrant e-liquid is a delicately balanced concoction. Rich blackcurrants blend with orange zest topped with a surprising exhale of fizzy lemons that is both sweet and sharp.



CHERRY COLA

A classic combination, our Cherry Cola e-liquid sparkles with sublime sweetness. Rich, dark cherries pop against fizzy cola delivering a satisfying aftertaste that will really quench your thirst.



FRUIT PUNCH

Our perfectly blended Fruit Punch e-liquid bursts with fruity goodness. Vibrant, quenching and sweet, this colourful combination leaves a seriously fresh and juicy aftertaste that really packs a punch.



ICED BERRIES

Our sweet Berries Ice e-liquid is our most fruitiest of flavours. A deliciously crafted berry blend is paired with sensational chilled menthol adding the final finesse to an enticing all-day cooling vape.



LIME SLUSH

Our Lime Slush e-liquid offers a refreshing flavour with a frozen fruity kick. Hydrating sour limes and super-cold crushed ice blend into a tart and tasty treat that really hits the spot.



BANANA CUSTARD MANGO LYCHEE MENTHOL

Let our Mango Lychee Menthol e-liquid whisk you away to a tropical paradise. Bringing an exotic fusion of ripe mango and aromatic lychee, this tantalising taste of the tropics is crowned with a chilling menthol kick on the exhale.



STRAWBERRY SHORTCAKE

Our evocative Strawberry Shortcake flavour is reminiscent of summer days. Light, sweet and creamy, it captures the perfect combination of freshly baked cake topped with juicy ripe strawberries and dollops of delicious cream.



VANILLA CUSTARD

An appetizing sweet treat, our Vanilla Custard e-liquid proves its perfect partnership. Thick, velvety custard laced with subtle traces of soft and fragrant vanilla is a match made in heaven for any sweet-toothed vaper.



WHITE CHOCOLATE MOCHA

Start your day the right way with our White Chocolate Mocha e-liquid. High quality coffee beans infused with a sprinkle of sweet white chocolate delivers a rich, warm and flavourful experience that will gratify any coffee aficionado.



*Refill pods & 10ml nicotine salts are product mockups/not yet available