
Our Orange Juice Journey

In 1975, orange juice there wasn't much to choose from, it was frozen concentrate or nothing. Squeezing oranges by hand wasn't even remotely practical at the scale we were operating, so we settled for what everyone else was using. It was acceptable. Just okay. Certainly not representative of the quality we were chasing.

Then the 1990s brought something genuinely interesting: a not-frozen, not-from-concentrate juice out of Arizona. A bit of background helps here. There are three major orange-growing regions in the United States: Florida, Arizona, and California, with seasons that offset one another neatly, meaning fresh product was available year-round regardless of where the oranges were actually grown. The Arizona supplier's model was straightforward; press the oranges and ship same-day to distributors. The juice was noticeably better than anything we'd tried before, but it came at a price and not a small one.

Uncertain how our guests would respond, we tested it quietly at a single location for what felt like an eternity. When the verdict finally came in, it was unambiguous: our customers loved it. Yes, it cost more. They thought it was worth every penny. We rolled it out across the chain, and for the next thirty years, that's what we proudly served.

Still, something nagged at me. Could we do better? Specifically, could we offer fresh-pressed, in-house orange juice? We looked hard at the obstacles: a reliable supply of oranges, the variability of their cost, the right equipment to press them, the serviceability of that equipment, and perhaps most critically, whether we could price the finished product at a point our guests would actually accept.

The answer came at an unlikely





moment. We were meeting with a beverage equipment supplier about an entirely different machine one we had little interest in, frankly when I noticed a juice press sitting in the corner of their showroom. I told the sales rep plainly: if he wanted to sell us anything, he should make his pitch on that. To his credit, he pivoted without missing a beat and walked us through every benefit of the machine. I offered him a trial, two months at one location, and if it delivered, we'd consider it for the whole chain.

The next morning he came by to check the electrical at the test restaurant. Satisfied it would work, I told him to bring a unit by the following week. "I have one in my vehicle," he said. What a salesman.

To be clear, we were nowhere near ready. We didn't know how many

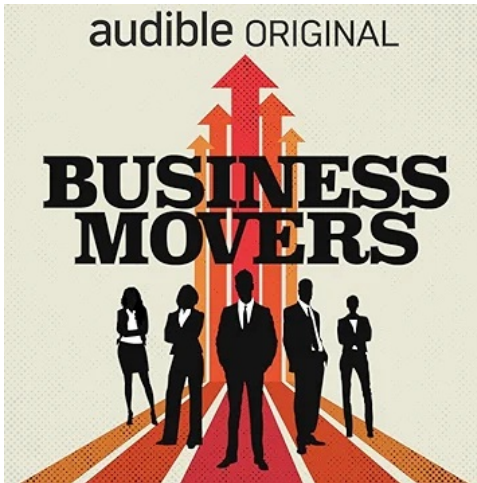
oranges it took to fill a single glass. We had no idea what the oranges would cost us at scale, no sense of what we'd need to charge, and just as with the transition back in the nineties, no certainty that our guests would embrace the higher price. But we worked through it all, and over the following months installed the machines in every location that could physically accommodate one. That was 2019. Over the years we've introduced many new items to our guests, but few have been received with the same enthusiasm as fresh-pressed orange juice. And there was one bonus we never anticipated: once the machines went out onto the dining room floor where everyone could watch them work, the kids were absolutely mesmerized. Still are.

"Footprints in the sand were not made standing still"

Recommended YouTube:

Brian Tracy's "Success Is a Journey"

<https://www.youtube.com/watch?v=H2A1TCA-HjY>



Behind every successful business is a story. It starts with a vision and a leap of faith. Along the way, leaders make bold decisions, ride booms and busts, and sometimes, they reach new heights. From Wondery, the makers of the hit series Business Wars, and Lindsay Graham, the host of American History Tellers and American Scandal, comes a weekly podcast that brings you the true stories of the brilliant but all-too-human businesspeople who risked it all. From Walt Disney's creation of a theme park in Orlando, to the colossal failure of New Coke, Business Movers will explore the triumphs, failures and ideas that transformed

our lives.



The world's foremost entrepreneurial coach shows you how to make a mindset shift that opens the door to explosive growth and limitless possibility--in your business and your life.

Have you ever had a new idea or a goal that excites you... but not enough time to execute it? What about a goal you really want to accomplish...but can't because instead of taking action, you procrastinate? Do you feel like the only way things are going to get done is if you do them? But what if it wasn't that way? What if you had a team of people around you that helped you accomplish your goals (while you helped them accomplish theirs)?

When we want something done, we've been trained to ask ourselves: "How can I do this?" Well, there is a better question to ask. One that

unlocks a whole new world of ease and accomplishment. Expert coach Dan Sullivan knows the question we should ask instead: "Who can do this for me?"

"How does a lion eat an elephant? One bite at a time"

The Company We Keep

Dr Rooter. . .Gorkie & His Team

by Tiffany Bryan

Imagine being a Friday afternoon of a long weekend and your hot water tank in your restaurant decides to call it quits....cue a recipe for disaster if you don't have great relationships with great trades. Enter Gorkie and his family run business, Dr Rooter, located in Surrey. Always honest and always smiling! By late Friday we had a plan and by early Saturday we were back in action with two tankless units installed!

Having strong relationships and partnerships with trades allows us to be able to recover from these situations and get back to our business, ensuring our guests have a memorable dining experience! Thanks to Gorkie and his team for always ensuring we are taken care of, whether it's for an emergency service call, planned maintenance or even giving advice to save a service call!



How Well Do You Know Us?

"How many cups of coffee did De Dutch serve in 2025?"

Winner: **Noah**

Winner's Answer: **253,311** (Closest without going over)

New question:

"How much orange juice did we serve in 2025" (state your guess in litres please)

Till next time. . .stay authentic.
Bill Waring.