

A mouth-watering taste of the exotic



When you're next in Fulham Broadway Shopping Centre, why not stop off at Funky Juice for one of their delicious, vitamin packed smoothies?

Founded by Mexican born Alejandro Madrid, Funky Juice is an award-winning fresh juice bar that brings 'a little bit of Mexico to London'. The bar was inspired by Alejandro's fond memories of the fresh carrot and fruit juices his mother made for him as a child in Mexico. Alejandro says; "I missed the fresh juices when I came to London, so thought I'd bring a little bit of Mexico with me. I wanted to create something healthy and beneficial for the community that I can be proud of because it's helping people live healthier lives. And I'm achieving that with Funky Juice."

Alejandro is no stranger to the hospitality industry. He worked his way up from glass collector to general

manager at one of the most prestigious night clubs in London. And he was general manager at Maggie's Club in Fulham for over six years. But having wanted to run his own business for some time, he decided to take the plunge and go it alone with Funky Juice.

What did you do next?

Alejandro started off doing some consultancy work for London based juice bars to help them improve their operations, until a fortuitous meeting with professional tennis player Maria Sharapova led to them teaming up to run a pop-up shop during Wimbledon 2014.

'Sharapova' sold tennis-themed sweets and merchandise, along with healthy juices and smoothies. In Alejandro's words, "it was Sharapova's products with my brand supporting and balancing the concept." After his Wimbledon experience, Alejandro started looking for premises for Funky Juice. It took some time to find the right space but once he did, he moved quickly. Financing the whole thing himself, Alejandro relied on knowledge from his Marketing degree to create the displays, menus and website. And he used his experience as a General Manager to handle the operations, recruitment and financial aspects of the business.

It's been a steep learning curve, but Alejandro couldn't be happier. He says, "Funky Juice is my baby. It gives me a lot of fulfilment. I'm always very positive and I transmit this energy through Funky Juice." The décor in the bar has been designed to make people feel like they're on holiday, and the music is carefully selected to add to the atmosphere. Alejandro adds, "our aim is to make people smile, while providing them with the best quality and tasting juices and smoothies possible."

Alejandro is clearly doing something right, as Funky Juice is now a multi-award winning juice bar. He explains, "we've won several awards in the Fulham and Hammersmith borough, including runner-up for 'Best New Business 2014', runner-up for 'Best Small Business 2015', winner of the 'Best Place to Drink 2016' and winner of the 'British Smoothie Championships 2015'."



What is the secret to Funky Juice's success?

Alejandro is passionate about bringing fresh juices and smoothies to the community. He says "Funky Juice is unique from all the other juice bars because it uses 100% natural and fresh ingredients". In addition, every member of staff is trained to prepare a juice in less than ten seconds, for ultimate convenience. Alejandro says "I put 100% into staff training, hygiene, innovativeness and creating a positive atmosphere around the bar."

Why did he choose to open in Fulham?

Alejandro chose Fulham Broadway as the location for his flagship bar as he's lived in the area for years and is well connected in the area. As he says, "Fulham was my comfort zone." But he has plans to expand further in South West London next year. He also wants to introduce more nutritionally rich and balanced products to his range, "from the healthiest supplies in the industry."



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What's next for Funky Juice?

Alejandro doesn't hesitate when answering, "the dream is to expand Funky Juice and open more sites across the UK. I believe every city deserves a Funky Juice to keep people healthy and smiling. I've been perfecting the business over the past two and a half years and I feel like I'm ready to share the love."

Funky Juice

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