

We Built A Juice Bar That Fought Human Trafficking, Went Viral, And Drew A Celebrity Crowd

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Body Juice was a social justice business in Costa Mesa, California: a juice, smoothie and açai bowl brand built to fight human trafficking, which grew into a model that gave 100% of its net profits to the cause. Our founders Ben and Jessica Wells built it and ran it before Mining Wells existed.

Jessica came home from Thailand determined to fight human trafficking, and the plan was to do it through a business. We started by selling juice at seven farmers' markets and ended up with a storefront on Adams Avenue. An education-based Instagram campaign about ending human trafficking reached 76,000 people and was shared 12,000 times, **the customer base grew 600%**, **revenue rose 350%**, and NFL players, a Bachelor lead, the Lakers' general manager and a vlogger with millions of followers walked in.

How We Did It:

- Made The Mission The Content
- Turned Visitors Into Content
- Email, SEO And Google Profile In-House
- Designed The Space, The Sign And The Cups



At Body Juice, left to right: NFL defensive end Isaac Rochell with vlogger Allison Kuch, New England Patriots tight end Hunter Henry, and Matt James of The Bachelor. Allison's vlog featuring Body Juice: youtu.be/XtupYA2csuA?t=434

BEFORE

- ✗ A juice cart at seven farmers' markets
- ✗ No storefront, no awareness, no budget to buy attention
- ✗ A cause almost everyone said would not fund itself

AFTER

- ✓ A storefront on Adams Avenue and 13,000 customers served
- ✓ 76K reached on one post, and a Yelp Orange County feature
- ✓ Athletes, a Bachelor lead and a viral vlogger posting about it

WHY IT MATTERS TO YOU We learned how to run a business the hard way, with our own money on the line. We signed the lease, made payroll, and lived with every decision. So we are not just marketers. We are business people at heart, like you, and we will take care of yours the way we took care of ours.

The Results

↑ **600%**
Growth in the customer base

↑ **350%**
Revenue increase

↑ **7,904**
Organic followers

↑ **65%**
Email open rate