



USA - Since 1996

# BLENDING NUTRITION WITH GREAT TASTE



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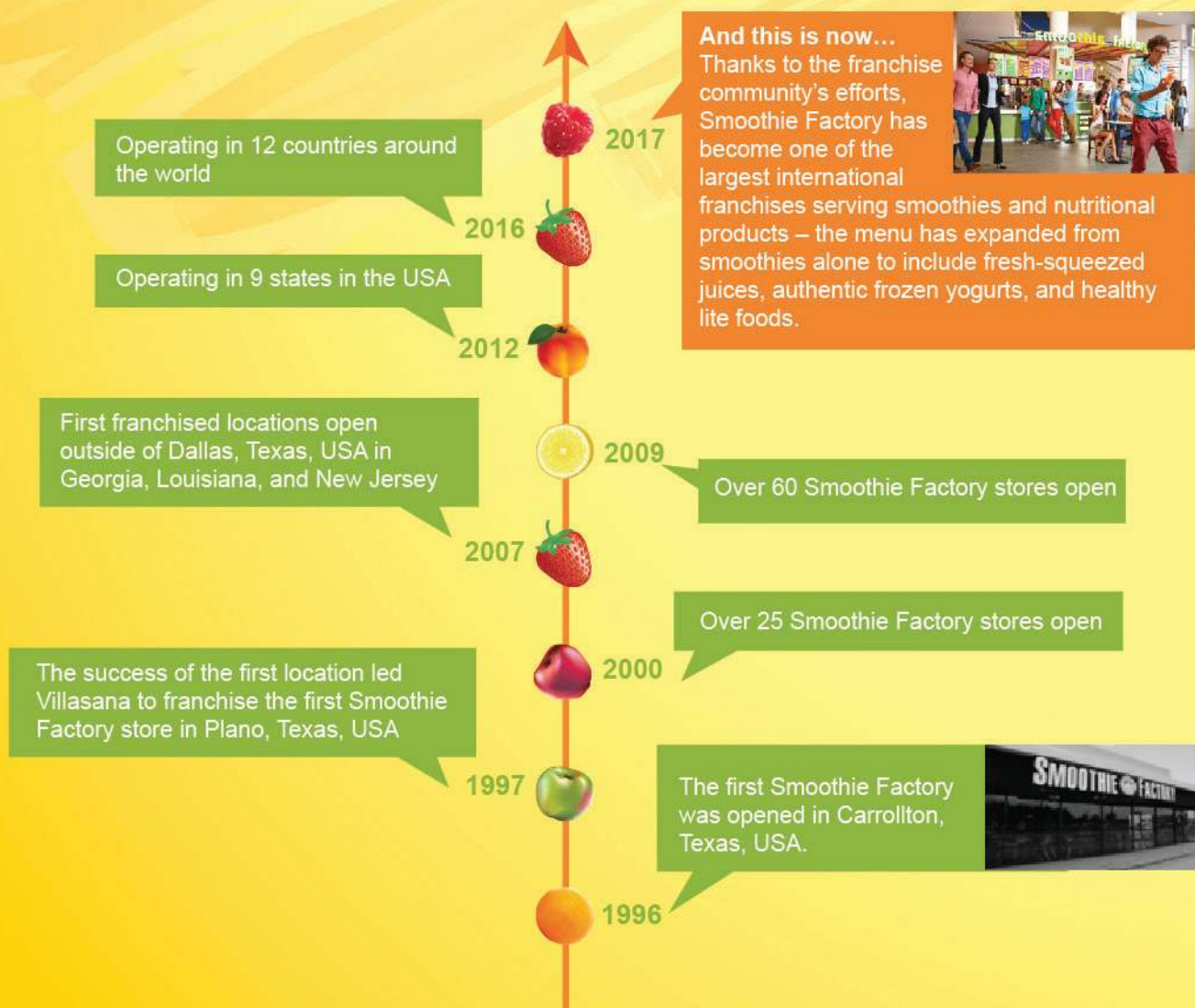


# about us

## Smoothie Factory A Leader in Today's Juice Bar Industry

Smoothie Factory is an established, popular, and fast growing retailer of real fruit smoothies, fresh squeezed juices, authentic frozen yogurt, lite foods, and nutritional products. We believe in the simple concept of providing guests with reasonably priced healthy meal choices, served quickly, in attractive, clean, pleasant surroundings every day.

Perhaps the most impressive trait that Smoothie Factory possesses is its desire to continually enhance its franchising system, interior design, and brand image. Since the company's founding in Carrollton, Texas, USA in 1996, the Smoothie Factory brand has become recognized for excellence in service, product, and value..




# our founding

Smoothie Factory was founded by James Villasana, an Olympic athlete who loved sports, health & wellness.

Before becoming an Olympic athlete, James struggled to find healthy and nutritious meal options served quickly and at affordable prices. While training, he knew the health benefits that whole foods and real fruits (without concentrates, purees, sorbets, or excessive sugar) could have on athletic performance and recovery. So he sought to create smoothies made at home with better ingredients, better nutrition, and a better taste.

He found himself making smoothies for friends, family, and team mates and offering advice on nutrition. They wondered why his smoothies tasted so good but the answer was simple. The best tasting and most nutritious smoothies come from using only real fruits – and lots of them. Over the years, they loved the taste of the smoothies so much, they encouraged him to open his own store and share his recipes with others.

In 1996, James Villasana opened the very first Smoothie Factory store which was a huge success, so much so that he began franchising the very next year. He and the franchise owners were committed to providing to providing the best quality in every smoothie – a promise that Smoothie Factory has been delivering for over 18 years.



*The best tasting  
and most nutritious  
smoothies come  
from using only  
real fruits.*



# core values

From a single store in the Dallas suburb of Carrollton, Texas Smoothie Factory, along with each additional location, has solidified our core values enabling us to meet the expectations of our guests and stakeholders.

## **Ensuring Quality Standards for all Menu Items**

**Purchasing:** We apply the highest standards of excellence to the selection and purchasing of all ingredients. We define quality as the freshness, safety, taste, nutritional value and preparation of all menu items.

**Preparation:** Our proven methods of portion control, blending practices, training and attention to cleanliness ensure guests enjoy a great tasting smoothie with each and every visit.


## **Satisfying Our Guests**

**Our Guests:** Our guests are the driving force for our behavior and the reason why our business thrives. We will exceed each guest's expectations by serving them competently, efficiently, knowledgeably and with a 'Yes, we can!' response. Only by satisfying our guests first do we have the opportunity to satisfy the needs of our business stakeholders.

**Education:** An educated consumer is our best guest. Guest loyalty and appreciation is earned by providing information on dietary, health and fitness needs.

**Retail Innovation:** We continually update our retail selection with the industry's most current products and keep things exciting by introducing in-house promotions and limited time offers.





*At Smoothie Factory,  
our success is the  
result of an unwavering  
dedication to the  
following list of  
core values.*

### **Team Member Excellence and Happiness**

Work Environment: We embrace a positive work environment. We treat all team members with respect and encourage them to grow personally and professionally.

Training: Our mantra is...‘Excellent guest service starts with great training!’ We further encourage exploration of career opportunities within the entire franchise system.

Incremental Progress: Our Company continually improves through unleashing the collective creativity and intelligence of all of our business stakeholders. We recognize that everyone has a contribution to make.

### **Franchisee Commitments**

The Brand: A brand is not a product; it is the sum of everything that the Smoothie Factory does that creates an identity in our guest’s mind. We continually strive to protect the integrity and goodwill of the Smoothie Factory brand by managing adherence to the Franchise System and business model.

Profitability: We continually evaluate fresh and creative concepts that maximize profitability by minimizing costs and increasing sales. We believe that mutual prosperity is achieved by our ongoing dedication to franchisee success.

# our niche

Smoothie Factory takes up a unique position in the health & wellness category


The market for targeted health & wellness beverages is a dynamic and rewarding one, driven largely by the growing recognition of the instrumental role diet plays in a wide range of health conditions, athletic performance, and general well being. In fact, the health & wellness category is one of the fastest growing retail categories in the world.

The US smoothie industry made more than \$2 billion from made-to-order smoothies, up more than 80% in five years.

Consumers, especially in the 18-24 year-old range, are embracing the product as a healthy and portable meal alternative.

In the past month, one in two 18-34 year-olds are likely to have enjoyed a smoothie.

The Smoothie Factory has taken its brand to the next level through extreme differentiation by developing new flavors and revenue centers. This keeps guests engaged and over the years has expanded its menu to include fresh squeezed juices, authentic frozen yogurt, and healthy meal options that are low calorie; 500 calories or less. Our functional food offerings create synergy and attracts additional guests beyond traditional smoothie aficionados.



*In fact, the health & wellness category is one of the fastest growing retail categories in the world.*



**SMOOTHIES**  
**JUICES**  
**YOGURT**  
**LITE FOODS**  
**JUICE CLEANSSES**  
**SUPERFOOD BOWLS**

# core menu

The combination of our products translate into much more than a Juice Bar

## Real Fruit Smoothies

With today's diet lacking the nutritional benefits found in nature's fresh fruits, and with most adults consuming fewer than the recommended five servings per day, Smoothie Factory sought whole fruits with their rich nutritional values as the primary ingredients. Drinking your fruits can help you meet your daily requirements and get all of the beneficial nutrients, making it the perfect foundation for Smoothie Factory smoothies. Now thanks in part to Smoothie Factory, Mother Nature's whole fruits can be enjoyed in twenty-nine different combinations.



Real Fruit Smoothies

## Authentic Frozen Yogurt

Our frozen yogurt recipe is made with real milk and real nonfat yogurt that has been certified by the National Yogurt Association. Our distinct flavors and daily fresh cut fruit toppings are specifically designed to harmonize with the signature Smoothie Factory yogurt tang and offer an incomparably refreshing taste. Choose from 6 rotating yogurt flavors and 36 yogurt toppings daily.



Authentic Frozen Yogurt



## We're the brand for innovative and delicious healthy meal choices at affordable prices



100% Fresh Squeezed Juices

### 100% Fresh Squeezed Juices

Our handcrafted natural juices are made to order using only fresh fruits and vegetables. Our produce is carefully selected, peeled, and 100% freshly squeezed to provide the best possible flavor and ensures each juice is alive with enzymes, nutrients, and vitamins. Our juices are never heat treated and sugar is never added. With no preservatives, our guests can enjoy the healthy benefits of fresh fruits and vegetables with live and active enzymes just like Mother Nature intended.



Healthy Lite Foods

### Healthy Lite Foods

Whether you're craving a delicious, convenient meal or an on-the-go snack, Smoothie Factory makes healthy and satisfying eating a reality. Choose from gourmet pretzels, fresh salads, fruit cups, or wraps – all 500 calories or less.



Juice Cleanse Programs

### Juice Cleanse Programs

Juice cleansing is a "detox" diet that can last from 1-3 days in which only water and fresh juice is consumed. The fast focuses on freshly made unpasteurized juices that are alive with enzymes packed with nutrition. Smoothie Factory offers 5 different juice cleanse programs to choose from based on our guests specific needs; 1 Day Starter Cleanse, Green Cleanse, Trim Cleanse, Root Cleanse, and the Build Your Own Cleanse.



Superfood Bowls

### Superfood Bowls

Our superfood bowls are prepared with nutrient-rich ingredients known for their health benefits that increase energy and vitality. Our bowls begin with a base of organic acai, pitaya, yogurt, or oatmeal. Then other fruits such as sliced banana, strawberry, shredded coconut, and fresh kiwi, for example – are layered abundantly on top. Crunch is added in form of pumpkin seeds, hemp seeds, granola, chia seeds, bee pollen, and other superfood choices. Last, the natural sweetness of the fruits is augmented with a touch of honey.

# smoothie menu



## SPECIALTY SMOOTHIES

ENERGIZER  
IMMUNE PLUS  
LIGHT DELIGHT

## BERRY SMOOTHIES

STRAWBERRY PATCH  
BLUEBERRY BLISS  
VERY BERRY

## TROPICAL SMOOTHIES

TROPICAL SQUEEZE  
PINA COLADA  
MANGO SMOOTHIE

## CLASSIC SMOOTHIES

FACTORY ORIGINAL  
BANANA SMOOTHIE  
CLASSIC SHAKE

## PROTEIN SMOOTHIES

AFTER WORKOUT  
PEANUT BUTTER  
MEAL REPLACEMENT

## GREEN SMOOTHIES

STRAWBERRY APPLE KALE  
GINGER BERRY GREENS  
CITRUS GREENS

*Smoothie Factory is the  
health & wellness café for  
athletes, weekend warriors,  
health conscious individuals,  
and people that enjoy  
smoothies as a treat, or are  
looking for a meal  
'on-the-go'.*



# quality ingredients



**100% REAL FRUIT SMOOTHIES**  
taste the power of nature

# 18 nutritional blends



ANTIOXIDANT



FIBER



DETOX



DIET



STRESS CARE



MEN'S HEALTH



MEMORY FOCUS



IMMUNITY



JOINT SUPPORT



MEAL REPLACEMENT



WOMEN'S HEALTH



KID'S HEALTH

*our smoothies come available with signature premium nutritional blends that are professionally designed, manufactured, and fulfilled by a certified pharmaceutical company to guarantee the quality, safety, and potency of each ingredient.*



PROTEIN



HEART HEALTH



STRENGTH & RECOVERY



ENERGY



WEIGHT GAIN



FAT BURNER

# juice menu

Light  
Refreshing  
Alive with  
Enzymes!



No Artificial  
Flavors



No Sugar  
Added



Gluten Free



Vegan



100% Fresh  
& Real Fruit

## 100% JUICE

CARROT  
ORANGE  
WATERMELON  
APPLE

## DETOX

GREEN DETOX  
AMAZING KALE  
TURMERIC SUNRISE

## ENERGIZE

SUPER CITRUS C  
P.A.M.  
CHIA BERRY

## CLEANSE

SWEET BEET  
GINGER BREEZE  
RUBY RUSH

## GLOW

SKIN ZEN  
WATERMELON BLISS  
MIGHTY MANGO

## RENEW

MEGA VITALITY  
EASY GREENS  
ESSENTIAL GREENS



# yogurt menu

## FLAVORS

Almond  
Amaretto  
Angel Food Cake  
Apricot  
Apricot Mango  
Banana (Tropical)  
Banana Cream Pie  
Banana Mango  
Banana Split  
Birthday Cake  
Black Cherry  
Blackberry  
Blueberry  
Blueberry Pomegranate  
Blue Raspberry  
Boysenberry  
Bubble Gum (Pink)  
Butter Brickle  
Butter Pecan  
Cake Batter  
Candy Cane  
Cappuccino  
Caramel Custard  
Cheesecake\*  
Cherry (Royal)  
Cherry (Wild)  
Cherry Cheesecake\*  
Chocolate Malt

Cinnamon Apple Pie  
Cinnamon Roll  
Coconut (Island)  
Coconut (Toasted)  
Coconut Cream Pie  
Coconut Taro  
Coffee & Cream  
Cookie Dough  
Cookies & Cream (Powder)  
Cotton Candy  
Cranberry  
Cran Raspberry  
Custard  
Death By Chocolate\*\*  
Double Tart Powder\*  
Dragon's Blood (Cherry Grape)  
Dulce De Leche  
Egg Nog\*\*  
Espresso  
Euroyogurt (Powder)  
French Vanilla  
Fresh Coffee  
German Chocolate Care  
Gingerbread  
Grape (Concord)  
Green Apple  
Green Tea (Powder)  
Guava

Honeydew Melon  
Iced Coffee  
Irish Cream  
Kahlua And Cream  
Key Lime  
Kiwi (Green)  
Kiwi Colada  
Lemon-line  
Lemon Mist (Lemonade)\*  
Macaroon  
Mango  
Mango Stawberry  
Maple Waffle  
Marshmallow  
Mint (Creme De Menthe)  
Mocha  
Nutty Nut  
Orange  
Oatmeal Cookie (Snickerdoodle)  
Old Fashioned Vanilla  
Passion Fruit  
Peach (Georgia)  
Pear  
Peanut Butter  
Pecan Praline  
Peppermint (White Or Pink)  
Pineapple (Hawaiian)  
Piña Colada

Pineapple Banana  
Pink Lemonade  
Pistachio  
Polynesian Punch  
Pomegranate  
Pralines & Cream  
Pumpkin Pie\*  
Red Raspberry  
Red Velvet Cake  
Root Beer Float  
Rum  
Rum (Jamaican)  
Salted Caramel  
Strawberries & Cream  
Strawberry (Mountain Ripe)  
Strawberry Banana  
Strawberry Cheesecake\*  
Strawberry Colada  
Strawberry Kiwi  
Strawberry Lemonade\*  
Strawberry Shortcake  
Taro  
Toffee  
Vanilla Bean  
Watermelon  
White Chocolate Macadamia  
White Chocolate Mousse  
Wild Berry

## TOPPINGS

### Fresh Fruit

Banana  
Blackberry  
Blueberry  
Kiwi  
Mango  
Pineapple  
Raspberry  
Strawberry  
Cantaloupe  
Honeydew  
Pomegranate

### Dry

Almonds  
Chocolate Chips  
Cocoa Pebbles  
Fruity Pebbles  
Granola  
Oreo Cookies  
Coconut  
Cranberry  
Carob Chips  
Fruit Loops  
Sprinkles  
White Chocolate Chips



# juice cleanse program

## Choose Your Cleanse

Choose from the following cleanse programs to help achieve your goals. 6-juices per day can help with detoxification, weight loss, better digestion, clearer skin, and more.



### 1 DAY STARTER Cleanse

Green Detox - Super Citrus C - Sweet Beet  
Skin Zen - Mega Vitality - Cashew Milk



### ROOT Cleanse

Turmeric Sunrise - Ginger Breeze - Sweet Beet  
Ruby Rush - Mega Vitality - Cashew Milk



### TRIM Cleanse

Turmeric Sunrise - Chia Berry † - Ginger Breeze  
Watermelon Bliss - Essential Greens - Cashew Milk



### GREEN Cleanse

Green Detox - Amazing Kale - Easy Greens  
Skin Zen - Essential Greens - Cashew Milk

## Customize Your Cleanse

Build your own juice cleanse by choosing your own juices for 1 day, 2 day, or 3 days.



### BUILD YOUR OWN Cleanse (1-3 Days)

6 bottles (475ml)

12 bottles (475ml)

18 bottles (475ml)

# nourishing nut milks

Our nut milks are packed with protein and fiber and available only when purchasing a juice cleanse program. Choose from any of the following flavors.



### CASHEW MILK

Cashew, Cinnamon, Date, Vanilla, Alkaline H<sub>2</sub>O



### CHOCOLATE ALMOND

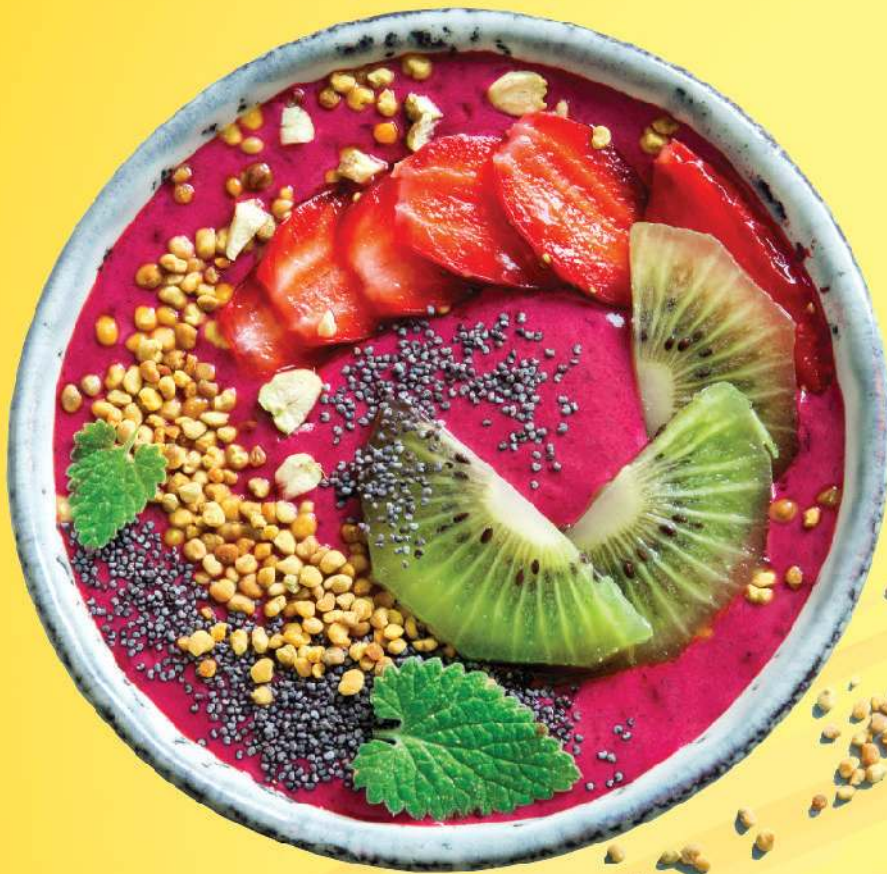
Almond, Cocoa, Date, Cinnamon, Vanilla, Salt, Alkaline H<sub>2</sub>O



### BERRY ALMOND †

Almond, Strawberry, Blueberry, Raspberry, Cinnamon, Date, Vanilla, Salt, Alkaline H<sub>2</sub>O

# Superfood bowls menu



## ACAI BOWLS

RAINBOW BOWL  
BLUE BRAZILLIAN  
ACAI ORIGINAL

## SMOOTHIES BOWLS

GREEN MEDLEY  
GO-GO GOJI  
COCOA POWER

## PITAYA BOWLS

ROSE GRAGON  
TROPICAL ISLAND  
PITAYA BERRY

## YOGURT BOWLS

FRESH START  
STRAWBERRY CHIA  
BERRY FUSION

## OATMEAL BOWLS

SUMMER BLEND  
KIWI COAST  
CLASSIC Wo

# differentiation

Smoothie Factory incorporates multiple health & wellness revenue centers under one roof which allow us to attract additional market segments beyond our traditional smoothie aficionados, increase sales, and further differentiate us from the competition.

## **100% Sorbet & Concentrate Free**

Smoothie Factory offers a menu that is 100% sorbet and concentrate free. Sorbet, yogurt sherbets, concentrates, and other fillers, are often added to smoothies to enhance the flavor, add bulk, and are less costly than real fruits. Instead of these artificial additives, every smoothie we offer is packed with 2+ servings of fruit! The proof is the richer colors, added fiber, nutrients, and more authentic fruit flavor.



100% Real Fruit Smoothies

## **Highest Quality Fruit**

Not all fruit is created equal. You may have noticed that our smoothies are blended from fresh and frozen pre-portioned packages. The value in using these product is that the fruit is picked at its peak ripeness, then flash frozen to capture maximum taste and nutrition. Many suppliers offer fruit, but the quality varies greatly. We source the absolute best quality available and include up to 50% in every smoothie.



Highest Quality Fruit

*real fruit smoothies, authentic frozen yogurt, 100% freshly squeezed juices, and healthy lite foods- 500 calories or less. Apart from our additional revenue centers, the key points of differentiation between Smoothie Factory and the other guys are the type and quality of smoothie product.*



## "5 A Day" Program

### '5 A Day' Program

With today's diets lacking the nutritional benefits found in nature's fresh fruits, and with most adults consuming fewer than the recommended five servings a day (5 A Day), Smoothie Factory seeks whole fruits with their rich nutritional value as the primary ingredient instead of concentrates, purees, and other fillers. **5 A Day** is based on advice from the World Health Organization, which recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of serious health problems. At Smoothie Factory, every 591ml real fruit smoothie contains 2+ servings of real fruit!



## 18 Premium Packets

### Premium Nutritional Blend Packets

When evaluating the nutrition content of a smoothie, it's always a good idea to ask, what's in it for me? All of our smoothies come available with signature premium nutritional blend packets that are professionally designed, manufactured, and fulfilled by a certified pharmaceutical company to guarantee the quality, safety, and potency of each ingredient. They are formulated to provide your body with extra nutritional goodness including antioxidants, phytonutrients, healthy fats, amino acids, vitamins & minerals, complex carbohydrates, and dietary fiber. Our guests can choose from 18 nutritional blends to personalize their smoothie.

# points of difference

Smoothie Factory is positioned as a premium health & wellness café.



**100% REAL FRUIT SMOOTHIE**  
taste the power of nature

smoothie factory	VS	the other guys
100% sorbet & yogurt sherbet free		sorbets, yogurt sherbet, & other fillers
100% real fruit		concentrates and purees
no artificial sweeteners		high fructose corn syrup
gluten free		modified food starch
healthy calories from nutrition packed real fruit		empty calories from sorbet, yogurt sherbet, & sugar



*the product's point of differentiation is quality with smoothies and juices made from real fruits only that is available in a convenient on-the-go format.*

# *our guarantee*

Taste the Power of Nature! At Smoothie Factory, our healthy menu items are Mother Nature approved and is why our guests enjoy them day in and day out and keep coming back for more.

In fact, we're so confident in our products, we provide a 100% satisfaction guarantee on all menu items. Our philosophy has always been to provide our guests with reasonably priced healthy meal choices that are delicious, served quickly in attractive, clean, pleasant surroundings every day and in turn they will provide us with their business.

**AT SMOOTHIE FACTORY, WE TAKE PRIDE IN THE QUALITY OF OUR PRODUCTS AND GUARANTEE YOU WILL BE SATISFIED WITH ANYTHING YOU PURCHASE. IF FOR ANY REASON YOU ARE NOT COMPLETELY SATISFIED WITH YOUR PURCHASE, RETURN IT, AND WE'LL BE HAPPY TO MAKE AN EXCHANGE FOR NEW PRODUCT OR ISSUE YOU A REFUND – NO QUESTIONS ASKED.**



# innovative store designs

The feel of our stores is bright, fresh, healthy, and welcoming to guests.

Smoothie Factory looks upon each new store as a billboard for the company and as a contributor to building the company's brand and image. Each detail is scrutinized throughout the design process to enhance the mood, ambiance, functionality, and to make sure everything signals 'best of class'. The theme that we employ ongoing is 'Everything Matters'.

Smoothie Factory store designs have a vibrant health & wellness feel as core menu items are prepared directly in front of our guests' view. Throughout the store, LCD monitors and POP display imagery of colorful fresh fruits and vegetables as well as completed menu offerings; smoothies, juices, yogurts, and lite foods.

An upscale atmosphere is achieved through the furniture, fixtures, and details of the store and enhanced through educational flash clips displayed on LCD monitors used to inform and educate guests on the high quality ingredients of our offerings and the associated health benefits.

Our trade dress of bright green, yellow, and orange colors help solidify the concept of fruit and freshness in addition to encouraging quick turnovers.

# store formats

Smoothie Factory offers the flexibility to fit into almost any space with three (3) store formats; traditional, express, and kiosk.

**Kiosk:** Self contained kiosk of 25sm offers smoothies, yogurt, and juices. The design can be low profile so as to not impede the line of sight of other tenants or canopy design.

**Express:** Express locations are slightly larger from 45sm – 85sm and also include lite foods.

**Traditional:** Traditional stores are inline and are proximately 85sm - 110sm in size and offer a full selection of smoothies, yogurt, juices, lite foods, and guest seating.

# kiosk

Self contained kiosk of 15sm – 25sm offers smoothies, yogurt, and juices. The design can be low profile so as to not impede the line of sight of other tenants or canopy design.



Size

15sm – 25sm

Menu

Smoothies  
Yogurt

Juices

# express

Express locations are slightly larger from 45m<sup>2</sup> – 85m<sup>2</sup> and also include lite foods.



Size

45m<sup>2</sup> – 85m<sup>2</sup>

Menu

Smoothies  
Yogurt

Juices  
Lite foods

# traditional

Traditional stores are inline and are approximately 85m<sup>2</sup> – 110m<sup>2</sup> in size and offer a full selection of smoothies, yogurt, juices, lite foods, and guest seating.



Size

85m<sup>2</sup> – 110m<sup>2</sup>

Menu

Smoothies  
Yogurt

Juices  
Lite foods

# marketing

Since 1996, Smoothie Factory and its franchise partners have built the brand smoothie-by-smoothie, guest-by-guest, and enjoys the word of mouth appeal of our stores. Our organized and unique marketing approach brings awareness to the Smoothie Factory brand, drives new guests to our counters, and help keep regular guests coming back for more.

## **Limited Time Offers**

Smoothie Factory develops new smoothie and juice promotions every quarter to support our franchise community and keep things fresh and exciting for our guests. When a particular promotion is very well received, it is considered for permanent placement on our menu. In this way, we keep up with the latest trends and our guests judge whether or not the promotion should stay ongoing.

## **Loyalty Program**

The Smoothie Factory Loyalty program is a digital format that allows guests to receive points based on store purchases. Guests can view their account, reward program, and points online as well as receive promotional e-mails and SMS messages with special offers and discounts to help drive traffic. The program also allows our store owners to determine which guests haven't visited in a while allowing them to push out special promotions to help bring the guest back in more frequently.

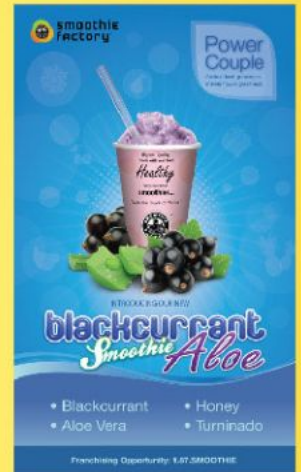
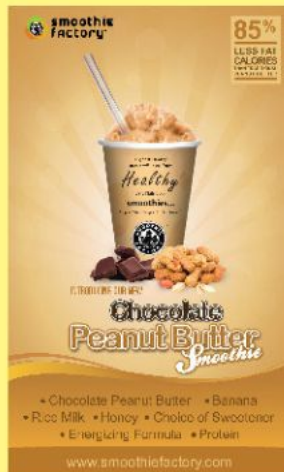
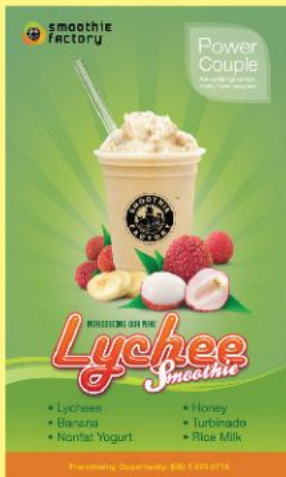
## **Direct Mail**

Smoothie Factory works with our vendors and suppliers to contribute rebate dollars to our franchise community's marketing fund. In this way, we are often able to offset expenses by up to 50% or simply double up on the amount of advertising. One of the best medians for this partnership is through direct mail wherein we target the zip code of each store location.

## **Guest Relations**

Guest service is an overall philosophy with one purpose in mind – creating a positive experience for our guests. When a guest is not happy with our product, service, or experience, we ask guests to contact us by e-mail or phone so we can make it right and learn from our mistakes. Every complaint is personally handled by an officer of the company and then followed up at the store level

Smoothie Factory  
prides itself in finding  
creative ways to market our  
stores through cross  
promotions, social media,  
loyalty programs, and  
online advertising.



# *international franchise*

Smoothie Factory – An international leader in today's juice bar industry. Our international franchise partners are like minded groups that share our passion for health & wellness, sufficiently capitalized, and experienced.



We have awarded Master Franchises for the countries of China, Saudi Arabia, Bahrain, India, Pakistan, Russian Federation, Cayman Islands, Canada, Taiwan, Hong Kong, Macau, Qatar, UAE, Oman, Egypt, Australia (NSW, QLD, VIC, SA & WA), Malaysia, and Vietnam.

We're excited about the opportunities to expand in new and diverse markets around the world, enjoy introducing our health & wellness concept to new guests, and are proud to establish a high volume and profit model for our International Franchise Partners.

# *contact us*

Thank you for taking the time to learn more about the Smoothie Factory brand. Should you have any questions or if there is anything you would like to discuss, feel free to contact us.



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