



FRANCHISING WITH A PURPOSE



How 3 Smoothie King Franchisees
Do Well by Doing Good

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Foreword

At Smoothie King, we are usually blending up smoothies with a purpose. But just as central to our mission of being part of every health and fitness journey is our desire to give back to the communities in which our franchisees live and work.

Aside from the obvious benefits of working to enrich your community, there are many other positive side effects of aligning your business with local organizations making an impact – or using your business to make your own impact. From brand awareness to connecting with your community and building a loyal guest following, there are plenty of concrete ways business owners can reap some of the benefits of their own hard work and dedication.

Finding a franchisor that understands the positive impact philanthropic service to others has on businesses and communities is paramount to finding meaning and satisfaction in your work. Not only can your franchisor donate extra time and materials to your cause, but the most community-oriented companies will also continuously support and help you find ways to give back.

This eBook tells the heartwarming stories of how three Smoothie King franchisees found unique ways to help and give back to their communities with significant causes to them and the world. Each franchisee was able to use their business, product and human capital to help neighbors in need and find there's more to doing business the right way than just making a living.



Jamie Joyal: Taking Part in the \$1,000,000 Smoothie Donation Initiative



During the Covid-19 pandemic, Smoothie King Franchisee Jamie Joyal was faced with a challenging year, but this didn't stop him from business successes and making an impact in the community.

Jamie kept his fortitude throughout the difficult circumstances, doing everything it took to keep his franchisees moving forward— while also giving back to members of his community who have risked their health and safety to allow others to live a more normal life.

Team members and guests were top priorities for Jamie. After first being denied a federal Paycheck Protection Program (PPP) loan, Jamie eventually secured this loan and was able to keep his Smoothie King doors open and serve the people of the greater Austin area.

"We're giving back to the people on the front lines, helping the community, and, in the long run, it's helping our business."

Thanks to Smoothie King Corporate, online ordering became effective early in the pandemic, greatly benefitting franchisees to safely and conveniently provide guests with their favorite smoothies. "This was one of the greatest things the corporate team has been able to put into practice," Jamie said. "I believe this helped save a lot of franchisees."

In addition to the operational improvements, Smoothie King announced that it would donate \$1,000,000 worth of smoothies to front-line employees to honor them for their devotion and sacrifices they've made for all within our own communities.

"When we heard about the donation, our attitude was, well, everybody wins," said Jamie.

During the project, Jamie and his colleagues provided over 2,400 smoothies. Local hospitals, various fire and police departments, private and public schools in the area, and local supermarkets were among the recipients.

Jamie wanted to "make sure the people working at the grocery stores felt our appreciation because they're the ones putting themselves at risk so the rest of us can get food and supplies like we normally would."

Eric Grush: Contributing to the \$1,000,000 Smoothie Donation



Like Jamie Joyal, a former employee at his father's Smoothie King franchise and now a five Smoothie King franchisee himself today, Eric Grush and business partner, Brett Lawson, took part in this charitable donation during the trying times of the pandemic.

Eric made it possible by identifying local groups each week and donating a set quantity of smoothies over six weeks. He and his staff had access to a branded catering van to do the drop-offs, which allowed the hospitals and other groups to identify which Smoothie King was delivering the donation. Many hospitals shared the drop-offs on social media, highlighting Eric and his team's efforts even more.



Eric Grush

"Most, if not all, of the hospitals that we donated smoothies to ended up placing multiple orders for their staff, departments and administrators," Eric said.

Community leaders, including councilman, chief of police, constable, and healthcare community members, noticed what the Smoothie King corporate team was doing and reached out to Eric to support him as a small business owner.

A local hospital recognized these efforts supporting essential workers and gave back through its Pay Business Back Initiative, resulting in a large catering order for Eric and his Smoothie King team.

Eric noted they received "a lot of business during COVID that we probably would never have received if it hadn't been for the initiative the Smoothie King corporate team put in place."

Before the pandemic, Eric and his team had an ongoing tradition of giving back to organizations in the local area. Internally, it's referred to as Give-Back Wednesday.

"I think a lot of good things are coming in 2021, hopefully not only for my business but for the whole country as well."



By identifying a local enterprise to donate smoothies to and drop off coupons on alternating weeks, Eric and his team surprise these businesses, some who may never have heard of Smoothie King and can learn all about it. These donations result in future business for Eric's stores, and he looks forward to taking on this opportunity again more regularly once the pandemic becomes more under control.

He and his team have also supported local schools with catering orders for fundraisers for sports uniforms, school supplies and books. As many school districts have reopened for the fall, Eric has had the good fortune to see increased activity with these events.



Chris Magno: Franchisee Turns Hardship into Opportunity



Multi-unit franchisee Chris Magno been able to transform hardship in his family into a business opportunity that allows him to give back to charities, his employees and the community.

Both of Chris' parents battled cancer and turned to smoothies as a source of nourishment during treatment. "Enjoying The Hulk was something my dad could look forward to during the downturn in his life," Chris said. After Chris's father struggled with colon cancer and before his mother faced her own battle, Chris had begun exploring his options for business ownership.

"We organize all the local stores to participate, and we hand out anywhere from 9,000 to 12,000 smoothie samples throughout the race. It starts at 6 a.m. and goes till noon, so we probably see about 20,000 people."

"Back in 2003, we were looking at different business models, and Smoothie King really caught our attention," Chris explained. "My sister said, 'If you want to open a store, Charlotte is one of the fastest-growing cities in the U.S. right now—it's expanding and growing.'"

There were only four Smoothie King locations in Charlotte at the time, so there were plenty of opportunities to earn market share with a fresh idea.

Smoothie King's objective to inspire people to live a healthy and active lifestyle resonates with Chris, especially given his personal connection to the company. Chris was also fascinated by the healthy and active lifestyles of Charlotte locals and was excited to grow Smoothie King within their community.

Chris opened his first Charlotte Smoothie King store in 2004. In many ways, he was diving headfirst into business ownership, using his position as a local business owner to promote Smoothie's mission in the community.

In contributing acts of service, Chris epitomizes the Smoothie King mission. Turning full circle, Chris has been able to find good in the hardships he's faced by giving back to his community in selfless, charitable ways. Once a year in Charlotte, on the first weekend in October, The Susan G. Komen Foundation hosts the Race for the Cure®, an event that Chris and other local Smoothie King operators always attend.

It's franchisees like Chris to look up to as an exemplary model of doing well by doing good and truly growing with a purpose.

Growing with a Purpose

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 44 years, to more than 900 locations across 34 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, and our guests have become more sophisticated.

Our "purpose" has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time.



For more information
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SmoothieKingFranchise.com

Download Our Free Franchise Kit Here

