



***WHY OUR FRANCHISE
OPPORTUNITY IS
LEADING THE INDUSTRY***



Smoothie King is proud to be the Nation's #1 health and fitness smoothie brand, the world's largest smoothie brand, and the world's largest smoothie bowl brand. With over 1,350 stores open and nearly 50 years of experience, we've developed a time-tested franchise opportunity where franchise owners can leverage our experience and knowledge to create masterfully crafted blends that support their customers' active lifestyles.

Now is an ideal time to become a part of our brand – we're rapidly expanding and seeking passionate, dedicated entrepreneurs to help us take our smoothie franchise to the next level!



ACHIEVING GLOBAL BRAND LEADERSHIP THROUGH FRANCHISING

Since our founding in 1973, we've come a long way from a humble kitchen experiment. For 50 years, Smoothie King has grown to become a thriving international smoothie chain and a global leader in the smoothie industry.

Our franchise opportunity was developed with one purpose, which continues to help drive our brand leadership: to make delicious smoothies. Anyone can make a smoothie, but we're taking it a step further and doing our best by creating specialized smoothies that are expertly blended to meet our customers' specific needs, goals, and ambitions.

We empower our franchisees to offer their communities the best smoothies available and build a thriving business along the way. As a franchise owner, you'll be able to leverage our experience and knowledge through our time-tested business model, world-class training and ongoing support, effective local and national marketing strategies, and purposeful resources. We've aligned our processes, team members, and resources to deliver the education, motivation, and support to help you successfully launch your new Smoothie King store.

At Smoothie King, we're achieving global brand leadership through franchising by offering an investment that blends opportunity with success.



A TIME-TESTED BUSINESS MODEL

Our proven business model is one of the greatest features of becoming a franchise owner with Smoothie King. Having been tested and perfected for 50 years, our model allows franchise owners to successfully launch their stores and enjoy efficient operations versus starting from scratch.

In fact, simple operations are one of the many reasons franchise owners choose to invest in the Smoothie King business model. No other brand in the industry has as much experience as we do, allowing us to fine-tune our business systems. As a franchisee, you can leverage our extensive industry knowledge and simplified process to operate a successful smoothie business of your own.

We've paved a well-conceived path incorporating all areas of our business model and corporate infrastructure to assist franchise owners on their journey. Our goal is to help your store improve its performance while strengthening your base of loyal customers.

OUR BUSINESS MODEL IS:



RESOURCEFUL.

Our stores are simpler to operate than other quick-service restaurants, given our limited waste, no cooking requirements, and lower labor costs.



ADAPTABLE.

With 50 years in business, we've evolved our model to meet the needs of today's consumers and keep franchisees up-to-date with established training and all-encompassing support.

LOW COST.



We're able to offer our franchise opportunity with a low startup cost thanks to minimal equipment requirements, low cost of goods through our distribution deals, and proprietary recipes developed by our in-house research and development team.

SUPPORTIVE.



We're there to support our franchisees every step of the way with comprehensive training and manuals, multiple floor plans, ongoing support, strong leadership, and more.

WORLD-CLASS TRAINING AND ONGOING SUPPORT

Smoothie King is dedicated to helping our franchisees get off to a great start. From the moment you sign your franchise agreement, you'll have our unwavering support. By providing this level of support, we not only contribute to your success as a franchise owner but to the overall success of our leading smoothie franchise brand. We've aligned our franchise team and resources to deliver the education, motivation, and assistance you'll need to start and run your store.

We provide comprehensive training on all things Smoothie King because we've found that thorough training is a key to franchisee success.

As the first Smoothie business in the US, we have the foremost knowledge and experience to run a successful business, and we're ready to help you do the same.

OUR COMPREHENSIVE TRAINING PROGRAM IS BROKEN DOWN INTO FOUR PHASES:

PHASE 1: ORIENTATION

This one-day training session introduces you to our system, culture, and pre-opening procedures, including budgets, business planning, financing, site selection, construction, and equipment ordering process.

PHASE 2: MANAGEMENT TRAINING

Over four weeks, this required hands-on course will familiarize you with core product knowledge and operational systems.

PHASE 3: STORE OPENING

During this phase, we'll send one of our Store Openers to your location five days prior to opening to train you and your team members on general store operations.

PHASE 4: ONGOING SUPPORT

After your store opening, you can rest assured we'll always be available to help you face any challenges your business may experience with the help of field and corporate support teams.

EFFECTIVE LOCAL AND NATIONAL MARKETING STRATEGIES

Thanks to decades of experience, the Smoothie King franchise team has a solid understanding of how the industry works and the effective marketing strategies you need to be successful. We use the right blend of digital, social media, and traditional marketing strategies to keep regular customers coming back and attract new guests to your store. As part of your investment, you'll have access to a portfolio of effective products, materials, and tools you can use to raise awareness and grow your business.

PURPOSEFUL RESOURCES

ADAPTIVE PRODUCT DEVELOPMENT

We're constantly testing and introducing new products to drive traffic and sales to your business, so you never have to worry about running out of delicious ideas. Our research and development team is focused on developing smoothies that contain purposeful and complementary ingredients like high-quality fruits and proteins, fiber, vitamins, minerals, and more. From the name of each smoothie to the balanced blend of ingredients, our franchisees offer their customers delicious products that target certain dietary and health needs, helping them achieve their specific goals. By continually enhancing our menus, we're able to meet the evolving needs and desires of today's consumers.



SMART REAL ESTATE & CONSTRUCTION PLANS

Securing a great location is the best investment you can make in your business. With Smoothie King, you can count on our talented team of seasoned real estate professionals to find the most optimal place for your business. We've also developed sophisticated and guest-friendly store design layouts to focus on intelligent traffic patterns and optimize the customer experience with fresh and inviting blueprints.



INNOVATIVE TECHNOLOGY

At Smoothie King, our franchise owners use refined systems and technology to make business operations simple and easy to master. This gives you a competitive advantage as we've polished our franchise practices to near perfection, from our POS systems to displays and refrigeration. You'll have more time to make valuable connections with members of your team and community with a comprehensive intranet for all your operational, training, and support needs.



LOOKING TO THE FUTURE

Smoothie King is a brand with momentum. We're focused on the future to drive our powerful brand strategy and growing market share as we expand exponentially while remaining committed to franchise owner success.

Over the past several years, we've made strong investments in our executive team, personnel, technology, marketing, and national-reach sponsorships to continue to support our growth, establish our ever-increasing market share, and increase brand awareness. By focusing on benefitting our franchisees, we've improved product quality, store operations, and guest experience.

We wouldn't be where we are today without our passionate and dedicated franchise owners. If you're ready to use your dedication and drive to make a difference and embark on a leading franchise opportunity with Smoothie King, we'll set you up with the tools and resources you need to build a thriving smoothie business of your own.

IF YOU'RE INTERESTED IN LEARNING MORE ABOUT SMOOTHIE KING AND OUR FRANCHISE INVESTMENT OPPORTUNITY, GET IN TOUCH WITH US TODAY!

