BREAKING DOWN THE SMOOTHIE KING INVESTMENT

With an investment in Smoothie King, you can start blending opportunity with success! As the nation's #1 health and fitness smoothie brand and the world's largest smoothie chain, we offer a franchise opportunity that can't be beaten – 1,350+ locations, consistent sales growth, world-class training and support, comprehensive marketing services, and much more – all with our global brand recognition, loyal customer base, and time-tested tools and technology.

Smoothie King sets our franchisees up for success, as our 50 years of experience make us the first and most established smoothie franchise in the US. We enable our franchisees to leverage our expertise to their advantage every step of the way, from your first day as a franchise owner and beyond. We're always there to help you make your business the best and be an integral part of every health and fitness journey.

If you're ready to take control of your future and make a difference in people's lives, there's never been a better time to consider investing in a Smoothie King franchise.

SMOOTHIE
KING

FINANCIAL REQUIREMENTS

To open a Smoothie King in the US, qualified candidates should have the following:

INVESTMENT RANGE	
ENDCAP OR IN-LINE LOCATION:	$311,601 - $638,465
FREE-STANDING DRIVE-THRU LOCATION:	$762,400 - $1,379,150

MINIMUM NET WORTH (1 STORE): --------→ $350,000

MINIMUM LIQUIDITY (1 STORE): --------→ $150,000

MINIMUM CREDIT SCORE: --------→ 700

KEY INVESTMENT COST BREAKDOWN

ENDCAP OR IN-LINE LOCATION

TYPES OF EXPENDITURES	LOW	HIGH
Initial Franchise Fee	$25,000	$30,000
Three Months' Rental & Deposit	$5,000	$25,000
Technology Systems	$9,100	$12,215
Grand Opening Marketing	$15,000	$15,000
Travel and Training Expenses	$1,000	$6,000
Insurance (First Year's Premium)	$2,500	$7,500
Other Prepaid Expenses	$1,000	$2,500
Start-Up Supplies, Inventory	$23,000	$24,000
Furniture, Fixtures & Equipment, Millwork & Graphics	$80,000	$140,000
Architectural & Engineering Professional Services	$3,500	$14,500
Signage	$5,000	$14,000
Leasehold Improvements	$135,000	$280,000
Legal, Accounting & Organizational Costs	$500	$4,000
Miscellaneous Costs	$1,000	$5,000
Drive-Thru	$0	$33,750
Additional Funds - 3 Months	$5,000	$25,000
Total	**$311,601**	**$638,465**

FREE-STANDING DRIVE-THRU LOCATION

TYPES OF EXPENDITURES	LOW	HIGH
Initial Franchise Fee	$25,000	$30,000
Three Months' Rental & Deposit	$5,000	$30,000
Technology Systems	$12,100	$14,500
Grand Opening Marketing	$15,000	$15,000
Travel and Training Expenses	$2,700	$6,000
Insurance (First Year's Premium)	$3,500	$7,500
Other Prepaid Expenses	$14,700	$29,400

Start-Up Supplies, Inventory	$23,000	$24,000
Furniture, Fixtures & Equipment, Millwork & Graphics	$100,000	$130,000
Architectural & Engineering Professional Services	$42,000	$52,000
Signage	$28,000	$38,000
Leasehold Improvements	$450,000	$875,000
Legal, Accounting & Organizational Costs	$500	$4,000
Miscellaneous Costs	$1,000	$5,000
Drive-Thru	$25,000	$33,750
Additional Funds - 3 Months	$15,000	$25,000
Total	**$762,400**	**$1,379,150**

Note: The above costs are estimates only and will vary by location. Additional development costs may be incurred if you are engaged in developing multiple locations at the same time. Please refer to the Smoothie King FDD with an issuance date of April 14, 2023.

FINANCING OPTIONS

While Smoothie King doesn't offer an in-house financing program, we have relationships with various finance vendors.

Some other franchise financing options to consider include:

COMMERCIAL BANK LOANS

Working with the bank of your choice, you can apply for a commercial loan. Your approval may be dependent on your credit rating and a detailed business plan.

SMALL BUSINESS ADMINISTRATION (SBA) LOANS

With a portion backed by the federal government, SBA loans tend to have more favorable interest rates and repayment terms than commercial loans.

ALTERNATIVE LENDERS

If you're unable to secure commercial or SBA loans, alternative lenders offer faster approval and a less stringent process than traditional lenders but generally have higher interest rates and shorter repayment periods.

PERSONAL ASSETS

You may have more wealth than you realize, so looking at savings accounts, severance packages from previous employers, and home equity and retirement savings plans as potential funding sources is essential.

ROLLOVERS AS BUSINESS STARTUPS (ROBS)

ROBS allows you to withdraw money from your 401(k) or other retirement savings accounts to finance your franchise without incurring penalties.

FRIENDS AND FAMILY

Borrowing funds from family and friends is an option to consider if you cannot secure financing elsewhere.

POTENTIAL REVENUE

UNIT PERFORMANCE

$862,893 Average Unit Volume*

**$862,893 is the average gross sales of the top 25% of all traditional franchised units in operation for the entire calendar year ending December 26, 2022. Of the 231 units included in the average gross sales for the top 25%, 82 units met or exceeded the average gross sales.*

SMOOTHIE KING
open

OUR AWARDS & ACCOLADES

The Smoothie King franchise opportunity is fueled by a proven record of success and acknowledgment from the biggest names in franchising.

HERE ARE A FEW WE'RE PROUD OF:

ENTREPRENEUR MAGAZINE:

- → Ranked #17 in 2023 Franchise 500 Ranking (Our 32nd consecutive year on the list, earning us a spot in Entrepreneur's Hall of Fame)
- → Ranked #45 in 2023 Fastest-Growing Franchises
- → Ranked #2 in Smoothies/Juices in 2022 Top Food Franchises
- → Ranked #8 in 2023 Top Brands for Multi-Unit Owners
- → Ranked #44 in 2022 Top Franchises for Veterans

FRANCHISE TIMES:

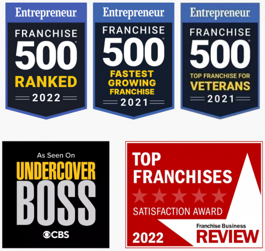
- → Zor Awards 2022
- → Best Franchises to Buy
- → Top 400 Franchisees List
- → Top 500 2022

FRANCHISE BUSINESS REVIEW:

- → Top Franchises
- → Top Food Franchises
- → Top Franchises for Women Satisfaction Awards
- → Top Franchises Satisfaction Award for 2022

QSR MAGAZINE:

- → Best Franchising Deals for 2022



Smoothie King

Smoothie King
RULE THE DAY

6 REASONS WHY YOU SHOULD INVEST IN A SMOOTHIE KING INSTEAD OF STARTING FROM SCRATCH

01 Our starter kit offers everything you need to embrace your entrepreneurial spirit and start a smoothie business of your own, including world-class training, ongoing support, a solid supply chain, and other invaluable resources, so you can avoid many of the pitfalls that come with starting from scratch.

02 You'll become a part of the world's largest smoothie brand! Our franchisees enjoy brand awareness and recognition and comprehensive marketing services that fuel both loyalty and new customer potential.

03 Our proven business model includes the time-tested systems and processes you'll need to run your business successfully. We're invested in our franchisees, so we've done all the legwork for you to make operations simple.

04 Franchising offers a higher success rate and less financial risk than other investment opportunities and independent businesses.

05 You'll have the opportunity to choose between an endcap (in-line) or a free-standing drive-thru location when you start from the ground up.

06 When you're ready to retire, we'll provide layers of assistance in the process.

Smoothie King has the industry-leading experience and time-tested franchise models to make starting and operating your own business simpler than ever. It all starts with an investment – are you ready?

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

SMOOTHIE KING