



# FRANCHISE DEVELOPMENT KIT



Blend opportunity with success. Become a Smoothie King Owner today!

# THANK YOU.

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## FOR CONSIDERING SMOOTHIE KING

On behalf of our leadership, home office staff and franchise family that's over 1,350 stores strong, thank you for your initial interest in Smoothie King. As you know, we have substantial growth plans and are seeking enthusiastic owners and operators to proudly represent Smoothie King in key markets across the United States and abroad.

The Smoothie King business model is stronger than ever. Without most of the challenges of a quick-service restaurant, we work to make it easier to manage operational performance, minimize labor costs and waste, and deliver on customer service. Our guests know the benefits of our products and have made smoothies an important part of their nutrition and fitness regimens.

Our commitment to excellence fuels our quest to build performance and equity in our brand for all of our franchise partners. Having been a franchisee, I take their business as serious as ours and have assembled an experienced and professional support team to help them work to achieve their business goals. It is immensely rewarding to see franchisees exceed their goals as they open their second, third and fourth stores.

I appreciate you allowing us to share the key benefits of Smoothie King franchising, and we look forward to addressing any initial questions you may have.

Stay healthy!



**WAN KIM**  
CEO, Smoothie King



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A young girl in a bright green zip-up jacket and blue jeans is smiling and looking towards a woman. The woman, seen from the side, has her hair in a bun and is wearing a black quilted vest over a red, white, and blue plaid shirt. She is holding a Smoothie King drink in a clear plastic cup with a red straw. The background is a soft-focus park scene with yellow and orange autumn leaves falling through the air. The Smoothie King logo is visible on the cup.

# OUR MISSION

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**INSPIRE PEOPLE TO LIVE A HEALTHY AND ACTIVE LIFESTYLE.**

Better-for-you-drinks have always been part of our Smoothie King's DNA. In 2013 we updated our brand to focus on healthy lifestyles and goal attainment. As consumers increasingly look for ways to eat well on the go, our strong brand positioning will continue to attract loyal guests.

A person with long, dark, braided hair is shown from the side, holding a Smoothie King cup in their right hand and a smartphone in their left hand. The cup is white with a red crown logo and the text "SMOOTHIE KING". The background is a dark, paved surface with scattered yellow leaves.

# OUR VISION

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Our brand's vision – to be an integral part of every health and fitness journey – is a natural extension of our DNA.

The heart of our brand is to serve smoothies with a purpose. Our founder started blending smoothies with the goal of making people feel better, and that still lies at the heart of what we do.

**1973**

Smoothie King founder Steve Kuhnau blends his first smoothies with a purpose using a mix of nutrients, proteins and fruit to help combat his nutritional deficiencies.

**1989**

Smoothie King opens its first franchise location in New Orleans.

**2003**

Smoothie King opens its first international locations including South Korea, where it grows to over 300 locations.

**2007**

Smoothie King opens its 500th location in Atlanta.

**2012**

Wan Kim, a master franchisee, acquires the Smoothie King brand.

**2014**

The Smoothie King logo is updated to reflect the brand's mission and sense of community.

**2014**

New Orleans' Smoothie King Center is unveiled, providing Smoothies With A Purpose to professional basketball team, the New Orleans Pelicans.

**2016**

Smoothie King opens its first store in Trinidad and Tobago, continuing the brand's foray into the Caribbean.

**2017**

Smoothie King makes the Clean Blends promise to its guests, ensuring healthier decisions are made when choosing ingredients for each blend.

**2018**

Smoothie King reaches over 1,000 locations fueling helping communities across three continents to fuel their purpose.

**2019**

Rule The Day™ is launched to capture the journey of wellness, activity and achievement featuring everyday habits that encourage people to live purposefully.

**2020**

Smoothie King hits 1300+ locations and begins offering online ordering, curbside pickup and delivery.

**2023**

Smoothie King launches Smoothie Bowls

## OUR HISTORY

From our founder's homemade smoothie blends to 1300+ stores across the world, we've come a long way since our inception. Check out how our brand has grown.

There's a lot of competition in the food and beverage space. Consumers can go anywhere to eat. But, when they know Smoothie King has their best interest at heart, they enjoy our smoothie blends that much more, keep coming back and internalize the idea that Smoothie King is their partner on their health and fitness journey.

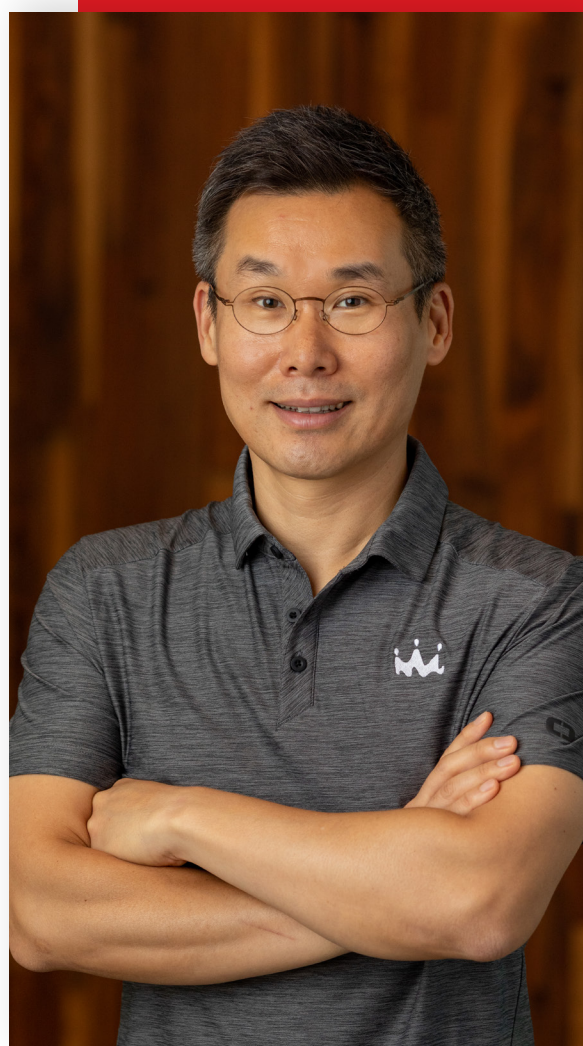
# OUR CEO

## *WAN KIM*

### **Chairman of the Board and Chief Executive Officer**

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Wan Kim is Chief Executive Officer for Smoothie King. Wan was Smoothie King's first international franchisee, opening a store location in South Korea in 2003. During the next five years, he launched and grew the brand to more than 130 locations in that country. In 2012, Wan approached Smoothie King's founders, Steve and Cindy Kuhnau, to purchase the company. Since then, Wan has led this 50-year-old brand on a journey to rediscover the purpose of Smoothie King and has reinvigorated the brand's mission to inspire healthy and active lifestyles worldwide.



# MOMENTUM



**\$959,794**

Average gross sales  
(of top 25%)\*



**CONSTANT**

Same-store sales growth  
for over 10 years



**1,350+**

Current franchise  
locations



**WORLD'S  
LARGEST**

Smoothie and  
Smoothie Bowl  
brand



**\$2 BILLION**

A leader in the  
\$2 billion smoothie  
industry



**\$11.6%**

Same store sales  
growth in 2023

\* See Item 19 of the Smoothie King® Franchise Disclosure Document for more information.



## EXPANSION

Smoothie King is on the path to industry leadership. Our current presence spans 33 states – and we're constantly growing.





## **SMOOTHIE KING CENTER BRINGS INTERNATIONAL BRAND EXPOSURE**

The Smoothie King Center was unveiled in 2014 as the new home of NBA's New Orleans Pelicans.

We are one of the few restaurant brands with a naming rights deal with a professional sports stadium. Smoothie King was already an established brand in New Orleans, but now the rest of the country has begun to take notice.

The deal helped elevate Smoothie King in a lot of consumers' eyes around the country and bring a great deal of attention that the brand had never before experienced. As a result, franchisees have experienced a significant brand boost in markets where Smoothie King is just beginning to penetrate.

# INNOVATION

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## SMOOTHIES WITH A PURPOSE

When Smoothie King started in 1973, Steve Kuhnau created the smoothie to cure the food allergies he was battling. He began blending fruits, veggies and supplements together to fulfill different purposes and thus, Smoothies with Purpose was born.

As the brand continued to diversify its menu, it created smoothies to serve a wide range of individual purposes for guests as part of a sensible diet and regular exercise routine, including:

- **Managing Weight**
- **Keto-Friendly**
- **Vegan-Friendly**
- **Gaining Weight**
- **Energizing**

In order to stay on the cutting edge of the industry and provide new options to guests, we must embrace changes that help Smoothie King meet evolving consumer demand. Constantly innovating the menu with new and nutritious options can help Smoothie King franchisees continue to achieve the brand's mission of inspiring people live a healthy and active lifestyle, as well as assist in driving in-store traffic.

## WELCOME TO CLEAN BLENDS

Our commitment to blend a cleaner, more nutritious smoothie with more whole fruits & veggies. It's all the flavor guests want and none of the added artificial colors, flavors, or preservatives they don't. That means guests get the same great taste with 0 grams added sugar in many of our purpose blends.

# LET'S BE CLEAR ABOUT OUR INGREDIENTS.

## — THESE GO IN.



## — THESE NEVER DO.



**NO** syrups,  
just fruit juices



**NO** NSF-banned  
substances



**NO** artificial colors,  
flavors or preservatives



**NO**  
trans fat



**NO** rBST/rBGH added  
hormones in our dairy\*



**NO**  
hydrogenated oils



**NO**  
gluten

# WE PROMISE.



### A LABOR OF LOVE

Our mission is to be smarter about our process and more transparent about our philosophy – the ingredients we're proud to include, and the ones we promise to not.



### THE ROAD TO BETTER

Our journey took over 5 years, over 15,000 hours of research and development, and over 150 changes, additions or reformulations of our ingredients.



### WHY IT MATTERS

Our promise is to encourage you in your pursuit of a healthy, active lifestyle. And to make Smoothies that not only nutritionally support your health and fitness goals, but actually help you reach them.

**Smoothies**  
— With A —  
**Purpose**

## **PERSONALIZED TRAINING AND ONGOING SUPPORT**

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Sure, great products are essential, but the key to your success as a Smoothie King franchisee is proper training. We've fine-tuned our business systems to make our stores simpler to operate with limited inventory and waste, multiple revenue streams and lower initial investment than other quick service restaurants. From the first meeting to grand opening and beyond, we're here to support our franchisees every step of the way.

## **SYSTEMS AND TECHNOLOGY THAT GIVE YOU A COMPETITIVE ADVANTAGE**

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We believe the only way to optimize our business model is to keep a close eye on the metrics that drive unit performance. We've been diligently engineering our POS, web and intranet technologies to build new efficiencies and organize the information that help franchisees manage their resources and work to grow their businesses.

# INTELLIGENT MARKETING

## THAT BUILDS GUEST AFFINITY

We implement smart marketing tactics to attract new guests and keep regulars coming back. From your very first day as a Smoothie King franchisee, you'll have the power of our well-loved brand – a leader in the nutritional smoothie segment. You'll also have more than 100 delicious recipes and a wide range of quality retail products. Our marketing team will back you with branded in-store and outside promotional materials, local marketing tools, colorful retail merchandising displays and a strong online presence showcasing our products and brand at [SmoothieKing.com](https://www.SmoothieKing.com).



**NEW PRODUCT  
LAUNCH SUPPORT**



**DIRECT MARKETING  
AND PROMOTIONS**



**HEALTHY  
REWARDS**



**INITIAL VIRTUAL  
TRAINING**



**STREAMLINED POS  
SYSTEM**



**INNOVATIVE  
MARKETING  
STRATEGIES**



**TERRITORY SPECIFIC  
EXPERIENCED FIELD  
SUPPORT**



**3RD PARTY DELIVERY,  
ONLINE ORDERING**



# REAL ESTATE

**YOU'LL FIND SMOOTHIE KINGS AT CONVENIENT LOCATIONS SO GUESTS MAKE US PART OF THEIR DAILY ROUTINES.**

## **SUCCESS STARTS WITH A GREAT LOCATION**

We've learned that location is one of the most important factors to the success of a Smoothie King store. A great site is the best investment you can make in your new business. Our team of seasoned real estate professionals will guide you as you select a location in your market. We've also learned to look beyond traditional locations, so we offer flexible store concept to fit all kinds of opportunities, including:



**FREESTANDING  
STORE**



**DRIVE THRU**



**AIRPORTS**

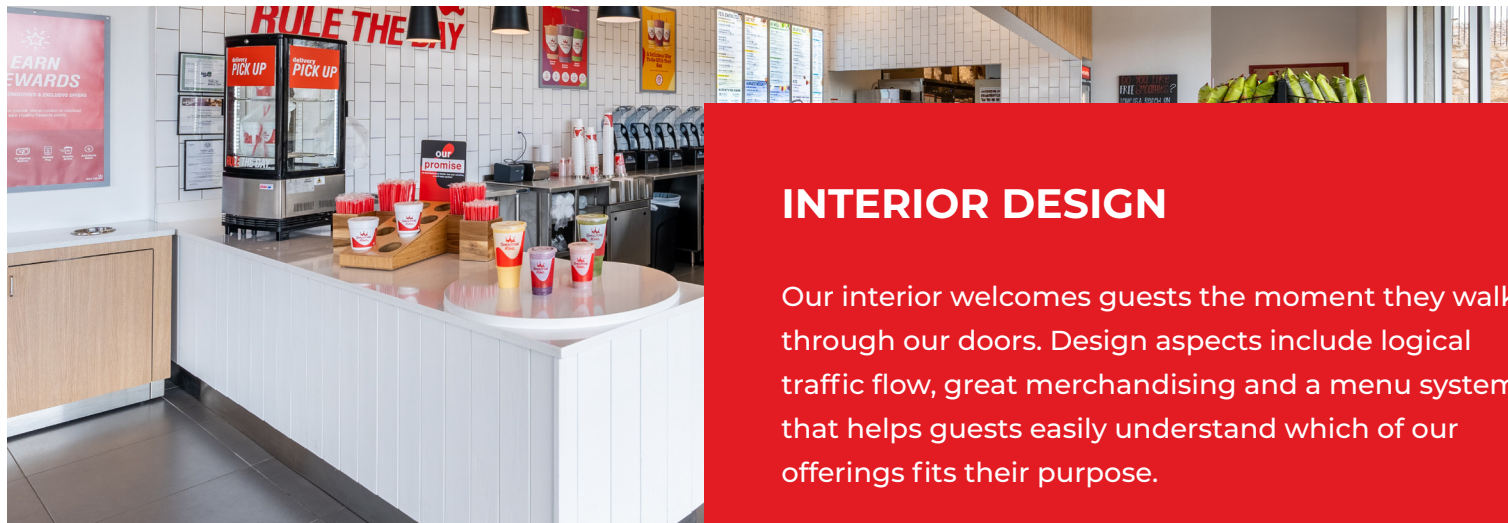


**MILITARY BASES**



**GYMS**

# REAL ESTATE SELECTION AND STORE DESIGN



## INTERIOR DESIGN

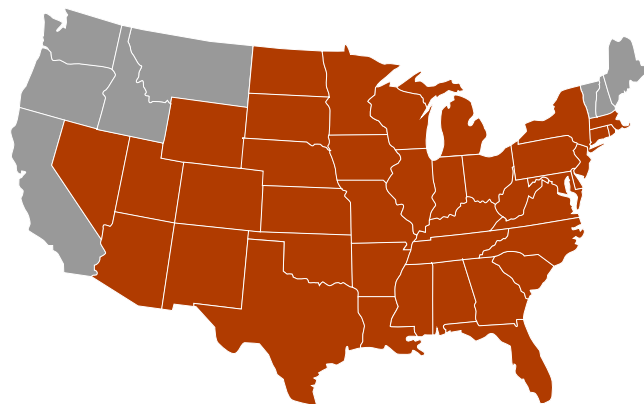
Our interior welcomes guests the moment they walk through our doors. Design aspects include logical traffic flow, great merchandising and a menu system that helps guests easily understand which of our offerings fits their purpose.

## SUCCESS STARTS WITH GREAT DESIGN

Over the years, we've learned that our location is the most important factor in the success of any Smoothie King store. Our team of seasoned real estate professionals will provide guidance to select a location within your market. We've also learned to look beyond "traditional locations," so we've created flexible store concepts to fit all kinds of opportunities, including: airports, hospitals, military bases and gyms.

## STRATEGIC APPROACH TO REAL ESTATE

Smoothie King's real estate professionals work closely with franchisees and a preferred real estate brokers to assist them in finding and securing the most suitable location for each market. Once they find a location, they must submit a Site Request form. A member of our Real Estate Team will analyze their site and even travel to the site to complete the review.



If the site is accepted, the team will help with lease negotiation, design, construction and opening day.



# MARKET REQUIREMENTS

## SPACE PARAMETERS

**Type:** Drive-Thru sites on End Caps or Freestanding buildings, high-traffic In-Line sites, Military bases, or non-traditional venues such as Hospitals, Gyms and Airports.

**Size:** 800 – 1600 square feet

**Kitchen:** No cooking platform

**Parking:** 3 to 6 immediate parking spaces

Excellent visibility and access

Population: 30K in a 7-minute drive time or accessible trade area.

Median household income at or above median for DMA

Co-tenancy: Grocery stores, Fitness, Power Centers, National QSRs and service-oriented retailers

Multi-Day Part Traffic: 20K cars per day

- Breakfast
- Lunch
- Afternoon snack
- Dinner
- Pre/post workout



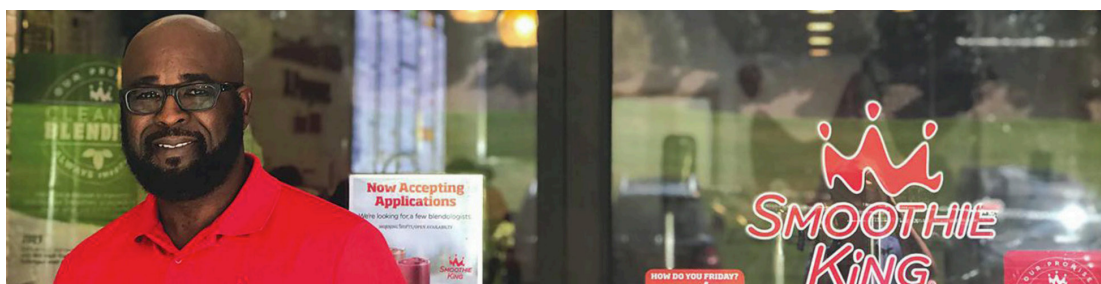


## **BOB VIANI**

Wappingers Falls, NY

I've been in the health and fitness industry since 1989, and I've always known about Smoothie King. A few years ago, I went to visit my friends in St. Louis, and we went to Smoothie King for breakfast. It was this nice, beautiful retail space with a great menu and a drive-thru. Smoothie King's mission and vision were right up my alley. I love the simplicity of the model, and I get to invest in something I'm passionate about.

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## **ERIC JONES**

Alpharetta, GA

When I first looked into franchising, I didn't want to go after just what's popular or the latest trend. I wanted to get into business with a product that I actually use. My wife and I were sitting on our sofa and we realized there wasn't a Smoothie King around where we lived. We would have to drive 40 minutes to the closest Smoothie King. This was a greatly underserved product in our area, a product that we liked and a great opportunity.



# FRANCHISE OPPORTUNITIES

## SINGLE-UNIT

Our concept is perfect for first-time business owners.

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## MULTI-UNIT

Smoothie King is easily scalable and provides specialized support for multi-unit owners that are wanting to diversify their portfolios.

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## INTERNATIONAL

Talk to us about opportunities in international markets.

## INVESTMENT AND REQUIREMENTS

Investment range :

Endcap or inline location: \$320,600-\$648,465

Free-standing Drive-thru location:

\$649,400-\$1,266,650

Minimum net worth (1 store): \$350,000

Minimum liquidity (1 store): \$150,000

Credit score: 700+

Operating fee: 6% of monthly gross sales  
(\$500 monthly minimum)

National marketing fee: 3% of monthly gross sales

# FAQS

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## **HOW LONG HAS SMOOTHIE KING BEEN IN BUSINESS?**

Smoothie King opened its first franchise location in 1989.

## **WHAT ARE THE QUALIFICATIONS TO FRANCHISE?**

In addition to our capital requirements, the ideal candidate has an entrepreneurial spirit, as well as sales, marketing, restaurant and/or retail experience.

## **DOES SMOOTHIE KING OFFER FINANCIAL OR DEVELOPMENT INCENTIVES FOR NEW FRANCHISEES?**

We do not have an in-house financing program, but we are registered with the SBA and have relationships with various finance vendors.

## **IS SMOOTHIE KING EASY TO OPERATE?**

Yes, the time-tested Smoothie King systems are clear and easy to follow.

## **WILL YOU HELP ME FIND A LOCATION?**

Smoothie King's real estate professionals work with franchisees to provide them site selection criteria and guidance finding and securing suitable locations for each market.

## **WHAT TYPES OF LOCATIONS FIT INTO SMOOTHIE KING'S SITE CRITERIA?**

The ideal size range for a Smoothie King franchise is generally 800-1600 sq. ft. However, smaller or larger stores can still work well. Our stores are usually located in neighborhood strip centers, power centers, universities, airports and downtown business locations. The optimal area is densely populated, highly visible and located near numerous traffic generators.

## **WHAT DEMOGRAPHICS DOES SMOOTHIE KING TARGET?**

Our target customer is between the ages of 16 and 35 and roughly 55% skewed toward women. We look for starter families, Baby Boomers, and established America. We offer a value-based premium product, so our guests need to have some ancillary income to frequent our locations. So, we try to find locations where the average household income is relatively higher. However, because of the diversity of our guests, we do not limit ourselves to a particular demographic.



### **HOW MUCH MONEY CAN I MAKE?**

Since the actual results of individual franchises are based on factors that Smoothie King can't control, we do not provide estimates of profits or revenues. However, after consulting with a Smoothie King franchise development director and reviewing the Franchise Disclosure Document, you will have the opportunity to contact existing franchisees regarding their experiences.

### **WHAT ONGOING FEES WOULD I PAY SMOOTHIE KING?**

Franchisees pay an ongoing operating fee of 6% of weekly sales. 3% of your weekly sales will be paid into the Smoothie King National Advertising Fund for additional advertising expenses. You'll also reserve 2% of weekly gross sales to spend on local marketing. Additionally, each location pays a technology contribution of \$200 per month.

### **WHAT IS THE BEST RESOURCE TO RESEARCH THE SMOOTHIE KING FRANCHISE OPPORTUNITY?**

Each qualified candidate receives a copy of the Smoothie King Franchise Disclosure Document, which provides the following information and more: franchisor's financial statements, copy of the franchise agreement, copy of the area development agreement, list of existing franchisees to contact, cost break downs and fee break downs.

### **WHAT KIND OF TRAINING DO YOU PROVIDE?**

We provide 17 days of training split up into three segments. Each franchisee receives 1 day of orientation prior to opening, 11 consecutive days of management training prior to opening, and 5 days of on-site training (3 days prior to opening and 2 days after opening).

### **HOW MANY TEAM MEMBERS DO I NEED AT A SMOOTHIE KING?**

We recommend 9 to 20 team members on staff, with 2 to 3 in the store at a given time, but stores' needs vary.

### **I'M READY TO MOVE FORWARD, WHAT IS THE NEXT STEP?**

Complete the franchise request form at [SmoothieKingFranchise.com](http://SmoothieKingFranchise.com) so we can start the process, or call 985-635-6984 to speak with a franchise development director.



## GROWING WITH A PURPOSE

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Our two greatest sources of satisfaction are the success of our franchisees and our ability to help people live healthier, more active lives. However, industry awards and recognition are very nice, too!

Here's a few we're rather proud of:

- Ranked as a top food franchise in our category by Entrepreneur Magazine
- Winner of the Franchise Times Zor Awards 2022, Best Franchises to Buy
- #17 in Entrepreneur Magazine's 2023 Franchise 500, our 32nd consecutive year on the list, earning us a spot in Entrepreneur's Hall of Fame.
- Ranked as one of the Fastest-Growing Franchises and Top Franchises for Veterans
- Selected for Franchise Times' Top 400 Franchisees list
- Included in QSR Magazine's 2022 Best Franchise Deals
- Top Franchises, Top Food Franchises and Top Franchises for Women Satisfaction Awards by Franchise Business Review

### **A HEALTHY BUSINESS FRANCHISEES FEEL GREAT ABOUT OWNING**

Smoothie King franchisees spend their days helping people live healthier, more active lives. You serve up your guests' favorite smoothies, blended from real fruit, fruit juices and organic veggies. You also serve up smiles, as you satisfy guests' cravings for the better-for-you drinks they love. At the same time, franchisees teach younger team members responsibility and the value of living a healthy lifestyle –while, building a better future for their families, through business ownership.

# ***THANK YOU.***

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We would like to thank you for considering Smoothie King as a franchisee. One Smoothie at a time, our quest has spanned 50 years, to more than 1,350 locations across over 30 states, four 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. We are thrilled that you’re interested in joining us on our quest.

***FOR MORE INFORMATION, CONTACT OUR  
FRANCHISE DEVELOPMENT TEAM***

**SMOOTHIEKINGFRANCHISE.COM**

