



**BUILDING A BETTER YOU<sup>®</sup>**

**COME FRANCHISE WITH US**





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## 1 OUR HISTORY

**Smoothie Factory was founded by Olympic athlete James Villasana in 1996.**

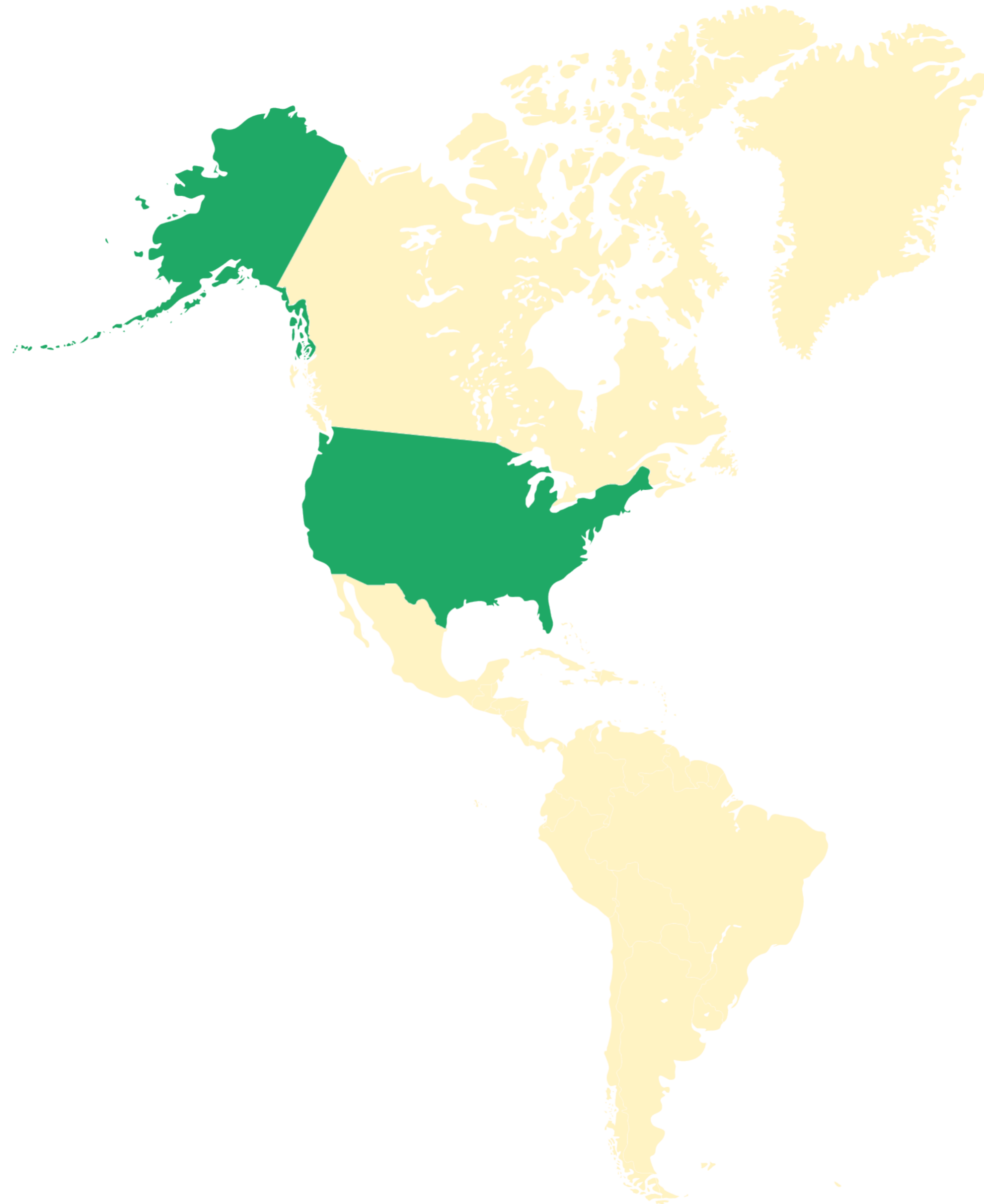
**As a high-level athlete, James needed healthy food options made with only the highest quality ingredients to fuel his body.**

**He carefully created smoothies with nutrition, taste, and overall health in mind.**



## 2 OUR LOCATIONS

**OVER 15  
LOCATIONS  
IN THE  
UNITED  
STATES**





## 3 OUR PRODUCT PILLARS

### SMOOTHIES

Our Smoothies feature 100% real fruit and vegetables with unique blends of delicious, beneficial ingredients blending nutrition with great taste.

### FRUITS AND VEGETABLES JUICES

All-natural fresh-squeezed juices loaded with vitamins and minerals designed to cleanse and nourish the body. Available in over 10 different varieties.

### BUBBLE TEA

We stay true to its Taiwanese roots. We prepare them super cold, frothy, and shaken with flavors.

### POWER BOWLS

Superfood Power Bowls prepared with nutrient-rich whole fruit and an array of your favorite toppings. A delicious alternative known for their health benefits that increase energy and vitality.

### TOASTS – GRILLED PANINI – SALADS – WRAPS – SOUPS

Wholesome ingredients come together in a variety of ways, some following seasonal rotation. Color, texture, flavor, the cornerstone of each creation. Every item is designed for speed and ease of execution.





# 4 FOLLOW THE SEASONS



## Summer

Thai Chicken Coconut Soup  
Cold Avocado Cucumber Soup  
Chilled Zucchini Basil Soup



## Fall

Pumpkin & Black Beans Soup  
Mushrooms Corn Chowder  
Autumn Pumpkin Chili



## Winter

Curried Squash Soup  
Potato Bacon Chowder  
Wild Rice Cream of Mushroom Soup



## Spring

Mint & Pea Soup  
Tomato Soup  
Spring Onion Potato Soup





## 5 SOCIAL MEDIA

- Our social content showcases creative and appealing product images
- Relatable to Millennials and Gen Z
- Up to date on trends that boost engagement





## 6 OUR FORMATS

# TRADITIONAL

Market Entry/ Flagship/ High Profile **1,500ft<sup>2</sup>**

Core Store **1,200ft<sup>2</sup>**

# NON-TRADITIONAL

Airport **700ft<sup>2</sup>**

Smoothie Factory + Kitchen concept can be formatted to operate in Food Courts, Airports, Universities, Hospitals, Kiosks, and Podular Operations (Mobile Kitchens).



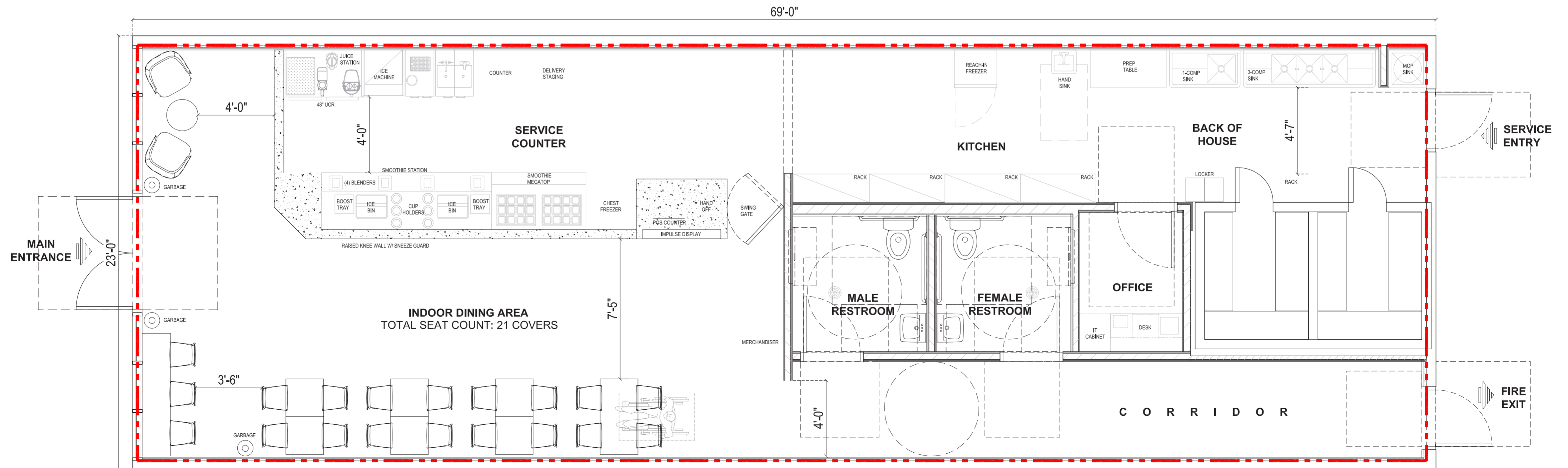




# 6 OUR FORMATS

## MARKET ENTRY/ FLAGSHIP/ HIGH PROFILE

# 1,500FT<sup>2</sup>



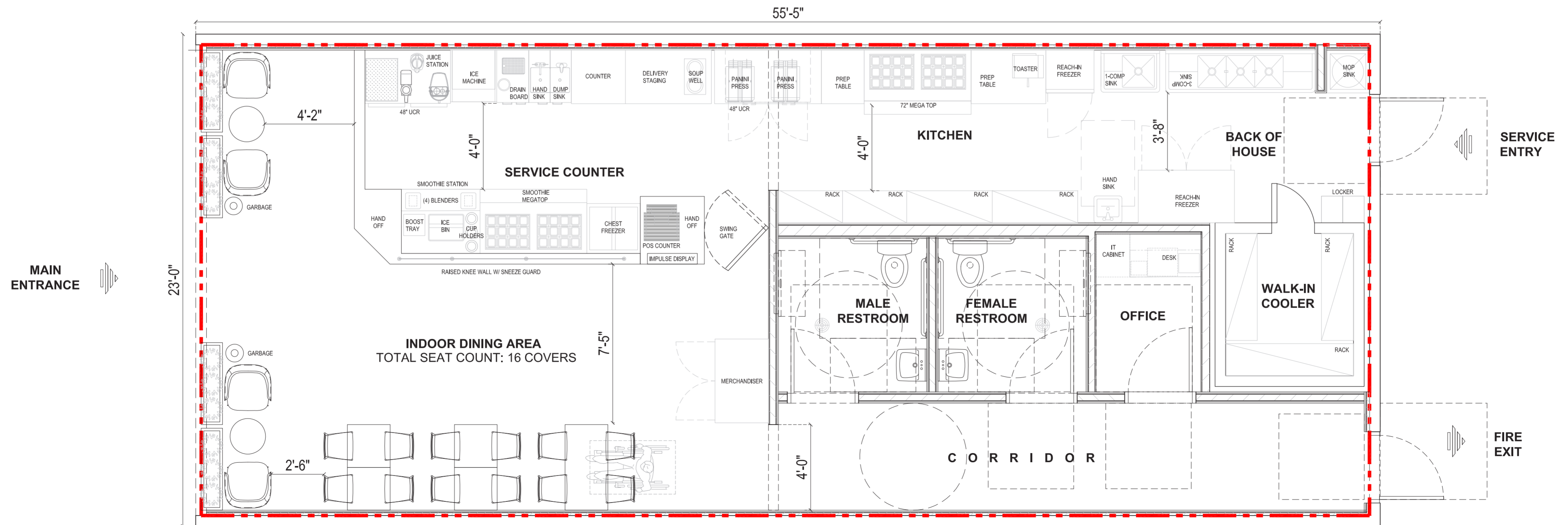




# 6 OUR FORMATS

## CORE STORE

# 1,200FT<sup>2</sup>



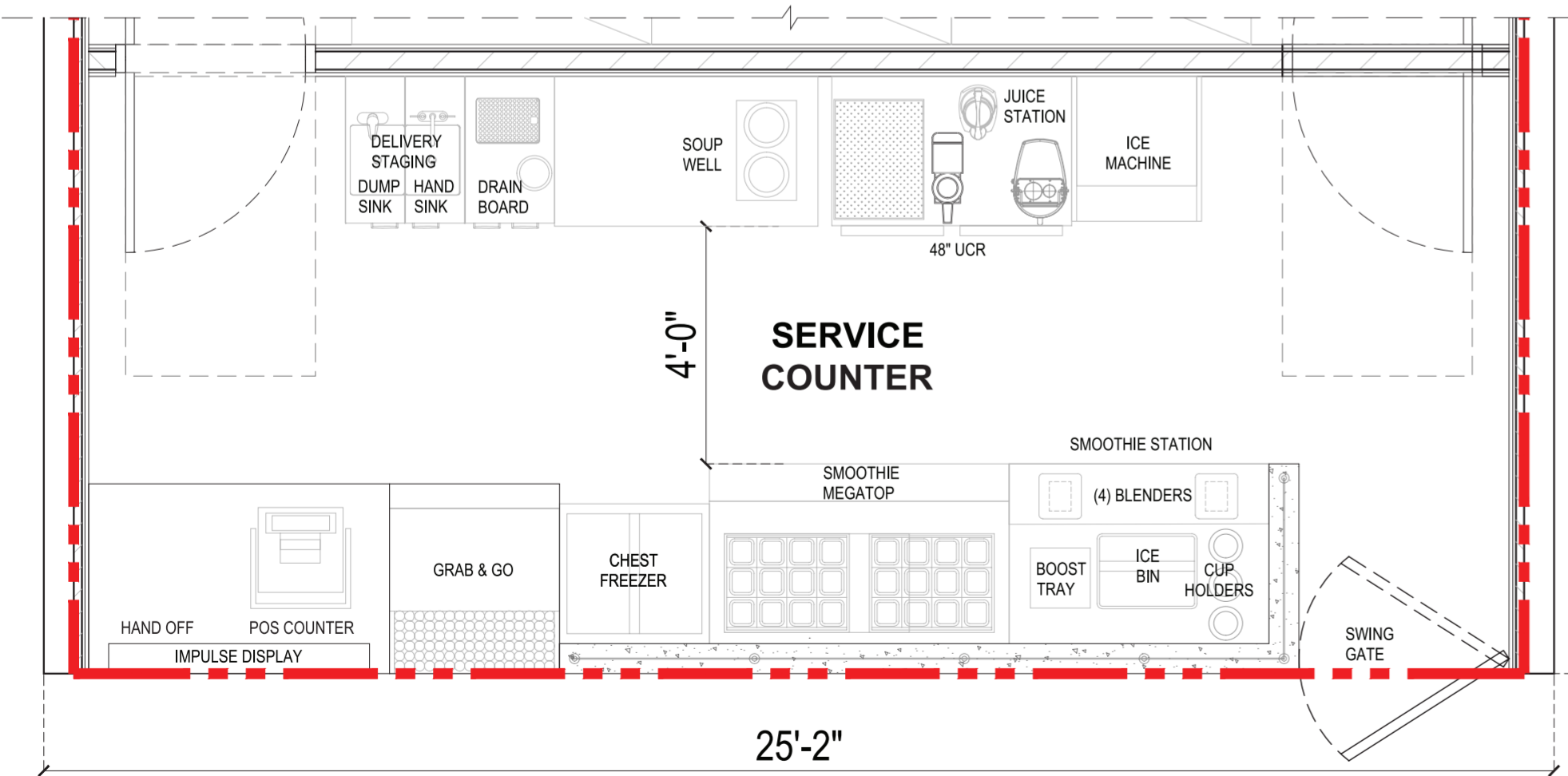




# 6 OUR FORMATS

## AIRPORT

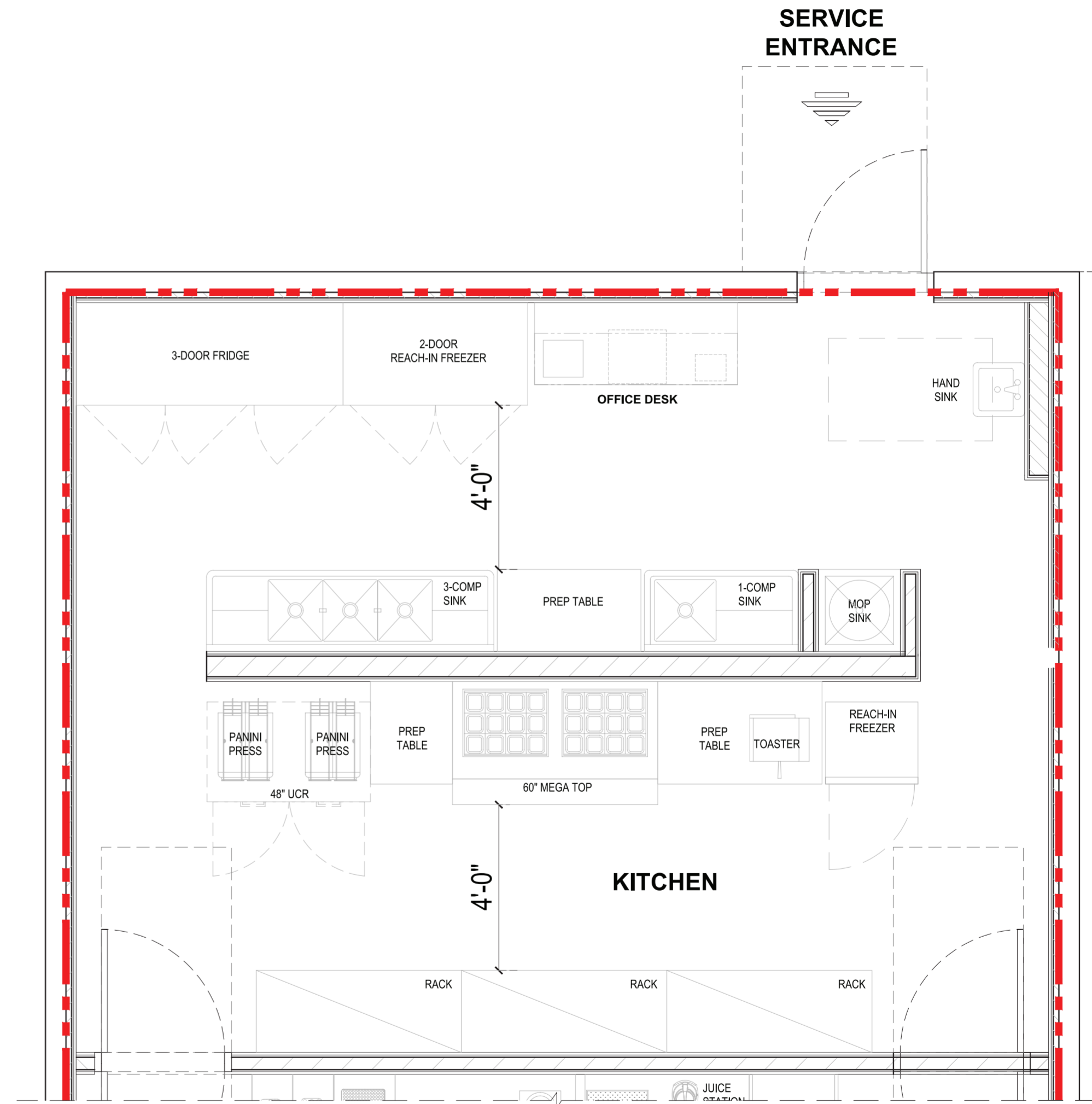
# 700FT<sup>2</sup>



SERVICE COUNTER

SCALE: 3/16" = 1'-0"

1



BACK OF HOUSE

SCALE: 3/16" = 1'-0"

2

# SMOOTHIE FACTORY + KITCHEN





## 7 FRANCHISE OPPORTUNITY

Smoothie Factory + Kitchen provides an excellent opportunity for individuals looking to own an exciting and growing business with minimal experience and background in the health and wellness restaurant space.





## 8 WHY US

- In business for yourself, not by yourself
- Comprehensive site selection, store design, and vendor support.
- Ongoing operation support and quality assurance visits.
- Professional Marketing support.
- On location training.
- Ongoing product and menu development
- System and Technology support.
- Premium Brand at low entry cost.
- Premium ingredients.
- Plenty of available territory.
- A Business within a business, within a business; Smoothie Factory + Kitchen is more than 1 business; it host a collection of offers: Smoothies, Fruit and Vegetable Juices, Bubble Tea, Power Bowls, Toasts, Grilled Panini, Wraps, Salads, Seasonal Soups.
- Multi menu categories allow for pricing elasticity.
- No need for kitchen hood, exhaust system, fryers, fire suppression system and other expensive equipment.
- Gourmet style recipes easily executed by unskilled labor.
- Minimum amount of food and beverage preparation.
- Avant-guard interior design.
- Technology and system driven to enhance Guest experience and maximize labor.







## 9 QUALIFICATIONS / REQUIREMENTS

**TRADITIONAL STOREFRONT FOR A TEN-YEAR TERM.**

**\$30,000**

Initial Franchise fee for traditional locations.

**5% Royalties**

Plus 3% Brand Development Fund

**\$100,000**

Required liquid assets to invest

**\$350,000**

Minimum net worth

**NON-TRADITIONAL STOREFRONT FOR A FIVE-YEAR TERM.**

**\$15,000**

Initial Franchise Fee for non-traditional locations

**5% Royalty**

Plus 1% Brand Development Fund



# 10 EARLY INCENTIVES

## SINGLE-UNIT DEVELOPMENT

### Early Franchise Incentive Program

- Reduced First Year Royalties. In addition, for the first five (5) Franchise Agreements that are signed in 2024, the Royalty Fee will be waived for the first six (6) accounting periods of operation and will be reduced to **2.5%** for the next six (6) accounting periods of operation (total of one (1) year).
  - Your Store must be opened for business within one (1) year of signing the Franchise Agreement.
  - If you are participating in the SKF's Real Deal, you are not eligible to participate in any of the components of the Early Franchise Incentive Program.

**Military Discount for Veterans** – 50% off Initial Franchise Fee for the first store opened.

### SFK Real Deal

- If you qualify, you may participate in our SF+K Real Deal incentive program which includes a Store purchasing program. Subject to other provisions specified in the Franchise Agreement, if you notify us within six months after opening that you want to sell the SMOOTHIE FACTORY + KITCHEN Traditional Store, we will agree to buy it from you for a purchase price up to \$275,000.
  - Offer is available to the first five (5) franchisees to have their franchise agreement fully signed and the initial franchise fee paid in full on or before September 30, 2024; you must build a SMOOTHIE FACTORY + KITCHEN Traditional Store within one (1) year of signing your Franchise Agreement and you must otherwise meet our financial and operating criteria for new franchisees.

Certain additional terms and conditions apply. See the 2024 SMOOTHIE FACTORY + KITCHEN Franchise Disclosure Document for full terms and conditions for all franchise incentive offers

# 10 EARLY INCENTIVES

## MULTI-UNIT DEVELOPMENT

- You will sign our Store Development Agreement and pay us a development fee at signing equal to the sum of initial franchise fees that correspond to the proposed development.
  - For the first Store, the initial franchisee will be the full price (i.e., \$30,000 for a Traditional Store or \$15,000 for a Non-Traditional Store); however, for each additional Store to be developed under the Store Development Agreement, the initial franchise fee will be reduced by 50% (i.e., \$15,000 for a Traditional Store or \$7,500 for a Non-Traditional Store)
  - For example, if you commit to develop five SMOOTHIE FACTORY + KITCHEN Traditional Stores, the development fee would be \$90,000 ( $\$30,000 + (\$15,000 \times 4) = \$90,000$ ). If you are developing five SMOOTHIE FACTORY + KITCHEN Non-Traditional Stores, the development fee would be \$45,000 ( $\$15,000 + (7,500 \times 4) = \$45,000$ ).

**Military Discount for Veterans**- 50% off initial franchisee fee for the first store opened.

- Plus, if you are one of the first five (5) Franchise Agreements signed in 2024, you will receive reduced royalties for the first year of operation on the first Store under your development agreement if you open your Store within one year of signing your Franchise Agreement. See Early Franchise Incentive Program.
- If you are acquiring multi-unit development rights, we require you to commit to develop a minimum of three stores.

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