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Contact:

Name: **Al Schriber**, Franchise Development

Address: 8015 SE 28th St. #300 Mercer Island, WA 98040

Phone: 206.230.5556

Fax: 206.230.5559

Website: www.emeraldcitysmoothie.com

E-mail Address: al@emeraldcitysmoothie.com

Additional Information:

[Emerald City Smoothie 'Sizzle Sheet'](#) (Effective: September 2008)

Franchise Sales:

Single Unit: Yes, Prefer to sell multiples

Multiple Units: Yes

Area/Master Developer: Yes

Description of Franchise:

Emerald City Smoothie is a retail concept that marries taste and good health. At the center of the value proposition is an incredible tasting smoothie. The best description of our smoothies is that they are each freshly hand made, full of healthy fruit, and optional proteins, vitamins, and minerals which create a terrific healthy and nutritious meal replacement. We also offer a supporting line of nutritional products that support our customer's health goals such as weight loss, muscle building, protein boosting, immune building, or energizing.

We are "two stores in one" with revenues from smoothie sales as well as the retail product line.

Our core customer is of an active lifestyle, values good health, 16-45 years old, and appreciates the great healthy fast food alternative, is in the store for 5-10 minutes and off to work, or work out, or running errands on a tight time schedule. Our smoothie is easily and pleasantly consumed in the car or at a desk.

Background:

Year Established: 1996

Year First Franchised: 2005

Franchised Units: 110+ / 63 open

Company Owned Units: 1

Projected New Units (12 months): 20-30

States/Countries Registered In: Every state, except: KY, VA, MD, RI, MA, ND, SD, MN, IL, IN, but will consider

Availability in Canada: Masters / Area Developer: Yes, check with Corporate

Financial/Terms:

Cash Investment: \$75k

Total Investment: \$169k - \$293k

Minimum Net Worth: \$250k

Franchise Fee: Single -\$30k / Multiple: 30k = 1st, \$20k = 2nd and \$15k each for additional / Area Development: \$10k per store -minimum 10 stores

VetFran Program Participant: Yes

Discounts: VetFran 10%

Royalty: 6%

Ad: 2%

Average # of Employees: 4-8 part time

Passive Ownership Allowed: Possibly, as long as certain qualifications are met

Earnings Claim: No

Support & Training Provided:

Financial Assistance Provided: Will refer to 3rd party lenders

Site Selection Assistance: Yes, aligned with CB Richard Ellis

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

Training:

40 hrs for 2 people of in-store training. Total transfer of knowledge on store ops, marketing, inventory, customer service, preferred vendor accounts, and POS. ECS will assist with store launch process and review store design and layout.

[Back to Franchisor Listings](#)