



"New" Franchise Partner / Effective: October 14, 2009

Contact:

Name (s): **Tanya Mareno / V.P. of Franchise Sales and Development**

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Referrals / Lead Process:

ALL Business Alliance Affiliates referrals must register by submitting the '[BAL Abbreviated Questionnaire](#)' (Effective: October 2009 / click on the link to view / download the form for submission)

Additional Information:

[Petrus Brands 'Planet Smoothie – Registered States'](#) (Effective: October 2009 / Click on the link to view / download the document)

Franchise Sales:

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

Resales: Yes

Description of Franchise:

Planet Smoothie's ambition is greater than simply opening up franchises or being the biggest smoothie brand in the category, our quest is to change the way the Planet Eats! We have been a part of the category since 1995. No, we weren't first. Others have been doing it longer, but the category has lacked real innovation from early pioneers and a real commitment to going beyond simply being healthier than ice creameries, fast food shakes or knock-off smoothies from non-smoothie companies. We believe there should be a real commitment towards more natural sweeteners, reduced sugars, probiotic-based products and superfruits. The challenge is delivered on such ambitions without compromising taste. Planet Smoothie will meet the challenge and be the first to market.

Background:

Year Established: 1995

Year First Franchised: 1997

Franchised Units: 125 opened

Company Owned Units: 1

Projected New Units (12 months): 12 units

States/Countries Registered In: See attached report: [Petrus Brands 'Planet Smoothie – Registered States'](#) (Effective: October 2009 / Click on the link to view / download the document)

Availability in Canada: Yes, Masters Only
States, from which Broker Referrals are being accepted: ALL

Financial/Terms:

Cash Investment: \$50,000
Total Investment: \$177,300-\$450,000
Minimum Net Worth: \$250,000
Franchise Fee: \$25,000
Discounts: N/A
VetFran Program Participant: No
Royalty: 6%
Ad: 1%
Average # of Employees: 10
Passive Ownership Allowed: No
Earnings Claims: No

International Expansion:

International Opportunities: Yes
Countries, outside of United States, where the concept is currently available or plans to expand: Open – please inquire
Single Unit Availability: No
Multiple Unit Availability: Yes
Area Development or Master Availability: Yes
Cash Investment: Depends on size of territory.
Total Investment: Depends on size of territory.

Support & Training Provided:

Financial Assistance Provided: Yes-3rd Party
Site Selection Assistance: Yes-3rd Party
Lease Negotiation Assistance: Yes-Workletter
Co-operative Advertising: Yes

Training:

Comprehensive 5 days in store and classroom training.

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