



Last Update May 14, 2009

### **Contact:**

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### **Additional Information:**

[Smoothie Factory 'E-Brochure'](#) (Effective November 2007)

### **Franchise Sales:**

Single Unit: Yes  
Multiple Units: Yes  
Area/Master Developer: Yes

### **Description of Franchise:**

Smoothie Factory is blending nutrition with great taste! Low in calories, high in nutritional content, and made with real fruit, our large variety of recipes is guaranteed to satisfy the flavor preferences of virtually every customer. We sell a wide selection of brand-name nutritional products for less, every day, at 30% to 50% off MSRP! Our large inventory and price-point difference attracts a large customer base beyond our devoted smoothie aficionados, and has made us a leader in nutritional product sales. At the core of our success are two distinct profit centers (smoothies and nutritional products) that combine to create a higher sales volume than those of our competitors. The reason: our wide selection and low pricing on nutritional products continues to expand our customer base and grow traffic, fueling sales of high-margin smoothies through impulse buying and incremental purchases. **WE HAVE NOW ADDED FROZEN YOGURT TO OUR MENU MIX, ALL NEW STORES CAN HAVE GREAT FROZEN YOGURT.**

### **Background:**

Year Established: 1996  
Year First Franchise: 1997  
Franchised Units: 53  
Company Owned Units: 0  
Projected New Units (12 months): 23  
States/Countries Registered In: We are currently registered in many states, Please call for individual states.  
Availability in Canada: Masters / Area Developer Yes  
States, Countries or Geographical Areas from which Broker Referrals are being accepted: All

### **Financial/Terms - Single Units:**

Cash Investment: \$30K – \$50K  
Total Investment: \$205K  
Minimum Net Worth: \$100K  
Franchise Fee: \$25K  
Discounts: FranVet, Women, Minorities? Yes - Franvet  
VetFran Program Participant: Yes  
Royalty: 5%  
Ad: 1%  
Average # of Employees: 3-8  
Passive Ownership Allowed: Yes  
Earnings Claim: No

### **Support & Training Provided:**

Financial Assistance Provided: No  
Site Selection Assistance: Yes  
Lease Negotiation Assistance: Yes  
Co-operative Advertising: Yes

**Training:** We offer each Owner/Operator a one-week training program at our headquarters, on site assistance during the opening of each Smoothie Factory store, and ongoing support in the form of business materials and expert advice

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