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Contact:

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Referrals / Lead Process:

ALL Business Alliance candidate referrals must submit the '[Abbreviated Confidential Questionnaire](#)' to be registered with Tropical Smoothie Café (Effective: June 2009)

Franchise Sales:

Single Unit: Yes

Multiple Units: Yes

Area/Master Developer: Yes

Resale's: Yes

Description of Franchise:

Tropical Smoothie Café is more than just great smoothies.

We have fresh, real fruit smoothies and fresh, high-quality food. At Tropical Smoothie Café, everything is made with the finest ingredients, but not until you order it. You can taste the freshness and quality in our toasted wraps, Bistro sandwiches and gourmet salads. We serve breakfast, lunch and dinner, and are the perfect take-along food. We use artisan breads, premium meats and cheeses, and proprietary sauces along with fresh vegetables. Our smoothies have always been made with real fruit and are packed with flavor and nutrition. Our menu is loaded with healthy choices for people who are looking for a higher-quality, healthier way of life. We promise to deliver unparalleled hospitality and innovative food and beverage products that our customer deserves. With our commitment to quality and taste, there is no question why Tropical Smoothie Café is becoming one of the fastest-growing franchises in the quick casual restaurant segment. We were ranked No. 176 in Entrepreneur Magazine's Franchise 500! Founded in 1997, Tropical Smoothie Café has more than 280 locations in 34 states and India.

Background:

Year Established: 1997

Year First Franchised: 1997

Franchised Units: 280

Company Owned Units: 2

Projected New Units (12 months): 40

States/Countries Registered In: All U.S

Availability in Canada: Masters / Area Developer: N/A

States, from which Broker Referrals are being accepted: All States

Financial/Terms:

Cash Investment: \$100,000

Total Investment: \$244,000-\$345,000

Minimum Net Worth: \$200,000

Franchise Fee: \$25,000

Discounts: VetFran, Women, Minorities: ½ off for the 1st franchise agreement for Veterans

VetFran Program Participant: Yes

Royalty: 6%

Ad: 3% total

Average # of Employees: 10-20

Passive Ownership Allowed: Not preferred but considered

Earnings Claims: No

Support & Training Provided:

Financial Assistance Provided: No, not through Tropical Smoothie

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: Yes

Training:

3 weeks total, 1 week training at corporate office, 2 weeks in store training

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