



Grab and Go Smoothies and Smoothie Bowls

GRAB AND GO

Smoothies and Smoothie Bowls are popular, but they don't need to be limited to locations that utilize made to order, crew serve concepts. By taking advantage of high-capacity blenders like the Vitamix XL®, you can blend large batches of these highly profitable items in a commissary or back of the house and place them on ice for grab and go convenience.

Percent of households buying one or more freshly-prepared smoothie bowls away from home in the last 30 days:

13% → **28%**
March 2015 March 2017

115%

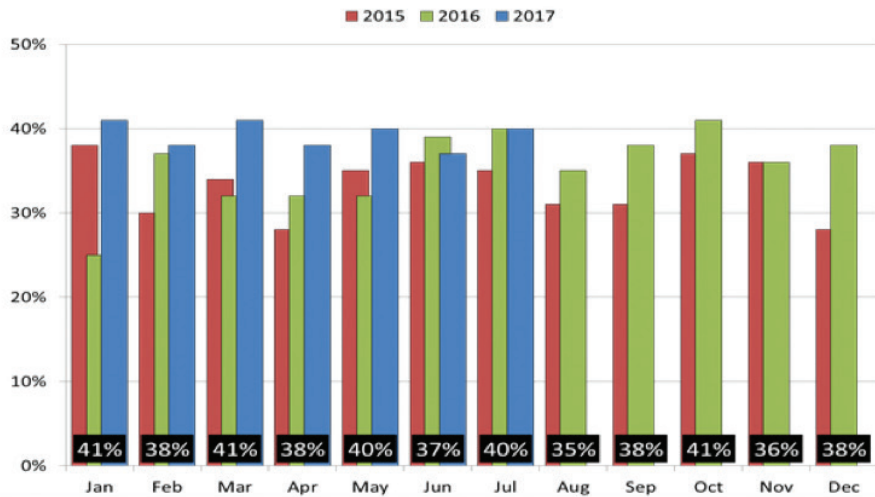
Increase in percent of households buying freshly-prepared smoothie bowls away from home.



WHAT'S THE MARKET SAYING?

Our research tells us that from January to July of 2017, 39% of people purchased at least one fresh-made smoothie away from home. This represents a 16% increase over the same time frame in 2016, and bowls are on an even steeper trajectory. As more food service locations offer these premium options, customers are responding with their pocketbook.

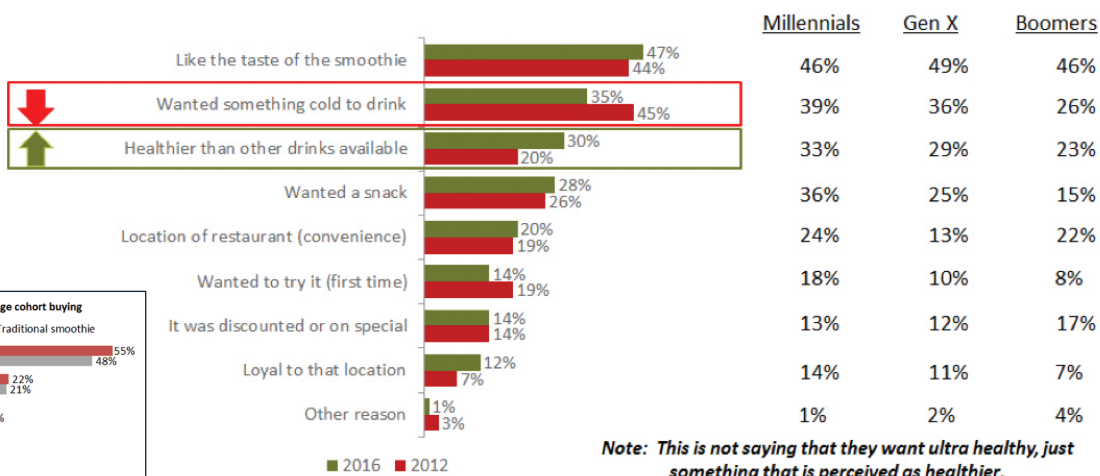
YTD 2017, 39% Bought 1+ Fresh-Made Smoothie Away From Home in a Typical Month, in the US



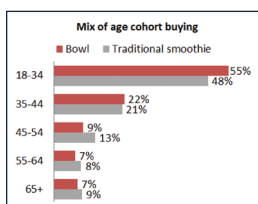
16% increase in smoothie buying from Jan.-July 2017 vs. Jan.-July 2016. As more food service offers premium options, consumers are responding.

Consumers, especially the highly competitive millennial demographic, are moving away from QSRs and towards specialty smoothie or coffee shops to satisfy their cravings for these healthier, more premium offerings. By offering higher quality and healthier options, C-Stores can grab a larger piece of this fast growing, profitable piece of the market.

People Are Looking for More Premium and Healthier Options QSRs Are Not Delivering it to Them



Note: This is not saying that they want ultra healthy, just something that is perceived as healthier.



HOW DOES THE CONCEPT WORK?

Vitamix® recommends using a large-capacity blender like the Vitamix XL® to pre-batch smoothies and smoothie bowls. The Vitamix XL is capable of creating (30) 5-ounce bowls or (12) 16-ounce smoothies in about 1 minute and 30 seconds. Placing smoothies and bowls on ice first thing in the morning and after lunch will appeal to the breakfast crowd and drive incremental volume during peak snacking times.



SMOOTHIES

After all of the ingredients are blended, pour contents in 16-ounce cups and display on ice. Smoothies will last for several hours when refrigerated properly.

BOWLS

Blend all of the ingredients, pour or scoop the contents into a holding container and place it in the freezer. Before morning rush, scoop 5-ounce portions into a parfait style cup and place on ice. Bowls placed on ice or in a refrigerated section will hold for 2 hours or more. Sell the bowls with pre-portioned fruit, nut and granola pack topping.





THE ECONOMICS OF SMOOTHIES

Strawberry Banana Smoothie

Ingredient	Amount Needed	Price/Bulk	Ext. Amount
Apple Juice	12.5 cups (100 oz.)	\$0.07 per fluid ounce	\$7.00
Vanilla Yogurt	3 cups	\$0.13 per fluid ounce	\$3.12
Frozen Strawberries	1¼ lb	\$0.15 per ounce	\$3.00
Frozen Sliced Bananas	1¼ lb	\$0.13 per ounce	\$2.60
Makes 12 16-ounce servings		Total	\$15.72
		Ingredient Cost	\$1.31
		Other Costs: Plastic Cup, Lid and Straw	\$0.30
		Total Finished	\$1.61

Return on Investment

		Smoothies Per Year	12,600
Selling Price	\$4.25	Smoothies over 3 Yrs	37,800
Total Finished Cost	\$1.61	Total Sales	\$160,650
Profit	\$2.64	Total Cost	\$62,408
Profit Margin %	62%	Total Profit	\$98,242
Equipment purchase price	\$1,550	<i>Typical Vitamix XL retail price</i>	
Smoothies to break even	587	<i>Equipment price/Profit</i>	
# of smoothies per day	36	<i>Equivalent of 3 Vitamix XL containers per day</i>	
Days to break even	16		
Equipment cost per blend	\$0.04	<i>Based on estimated 3 year product life</i>	



THE ECONOMICS OF SMOOTHIE BOWLS

Acai Blueberry Bowl

Ingredient	Amount Needed	Price/Bulk	Ext. Amount
Apple Juice	2¾ cups (22 oz.)	\$35.89/cs (4/1 gal)	\$1.54
Honey	4 cups (33 oz.)	\$108.44 (4/96 oz. jar)	\$9.31
Banana	5 cups (700 g)	\$41.69 (1/20lb bag)	\$3.12
Acai Bar	8 bars (800 g)	\$1.76 each	\$14.08
Blueberry	9½ cups (1.3kg)	\$66.45 (1/30 lb. bag)	\$6.30
Makes 30 5-ounce portions		Total	\$34.35
		Ingredient Cost	\$1.14
		Other Costs: Plastic Cup	\$0.34
		Plastic Spoon	\$0.05
		Granola Topping	\$0.76
		Total Finished	\$2.29

Return on Investment

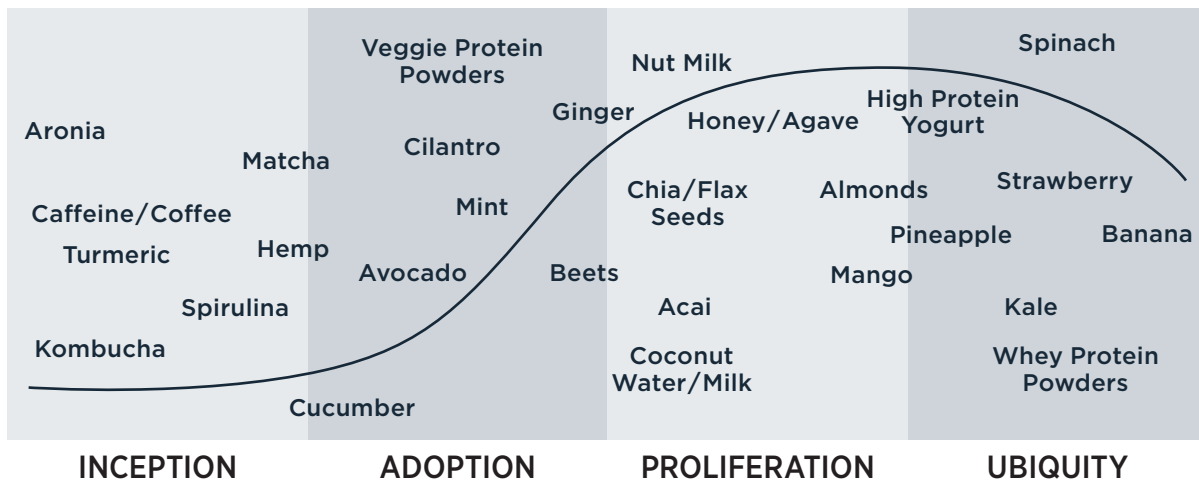
Selling Price	\$5.00	Smoothie Bowls Per Year	10,500
Total Finished Cost	\$2.29	Smoothie Bowls over 3 Yrs	31,500
Profit	\$2.71	Total Sales	\$157,500
Profit Margin %	54%	Total Cost	\$73,685
		Total Profit	\$83,815

Equipment purchase price	\$1,550	<i>Typical Vitamix XL retail price</i>
Bowls to break even	572	
# of bowls per day	30	<i>Equivalent of 1 Vitamix XL container per day</i>
Days to break even	19	
Equipment cost per blend	\$0.05	<i>Based on estimated 3 year product life</i>

HOW TO ENSURE SUCCESS

Once your smoothie or bowl program is up and running, try adding more forward-looking ingredients like mint, chia seeds, or ginger. Customers today are looking for more premium, natural and customizable options.

US smoothies are moving toward more non-dairy, more veggie, and more savory



If you are using frozen fruit, be sure to properly stack these ingredients and ensure storage temperatures do not go below 0°F. Some frozen ingredients are delivered at temperatures between -22° and -35°F. Fruit taken at this temperature and placed in a 0°F freezer could take days to reach 0°F. Using colder ingredients will greatly increase the blend time and decrease the life of your equipment.

Be sure to add enough liquid, such as juice or almond milk, to ensure the mixture circulates inside the blender. Less liquid will require more tamping and increase blend times.

If you are using frozen Acai bars, try breaking them in half before placing them in the container. This will ensure the ingredients catch in the blades the first time. You may also choose to run the packaged bars under running water for 10 seconds to further increase the temperature. This will ensure a successful blend and reduce the amount of tamping required.

Adopting a simple preventative maintenance program will keep your investments working properly for years to come. Be sure to clean and sanitize containers appropriately and inspect equipment periodically for wear.