

**SMART<sup>®</sup>**  
**DRINKS**

Empower Your Future:  
Own Your Slice of Wellness



# It All Started With An Idea



In 2002, Smart Drinks® began its journey as a mobile smoothie van, aiming to bring premium, 'million dollar' tasting smoothies to customers in Houston, TX, and neighboring areas. As our popularity soared, we recognized the opportunity to expand through franchising. I am thrilled to introduce an exceptional franchise opportunity: the iconic 'Smoothie Van' concept. Join me in spreading health and wellness nationwide

- Charles Levinson, Founder

# Our Vision

- As a young boy, I cherished the refreshing taste of a pure, natural fruit smoothie. Yet, over time, I witnessed the evolution of smoothie establishments, where powders, sugary syrups, concentrates, and pre-made mixes, containing only a fraction of real fruit, became the norm.
- At Smart Drinks®, our vision is to bring back the original way a smoothie should be made. We only use real natural fruit and ingredients that give our smoothies the ‘Million Dollar’ taste customers have come to know love and we rate #1.







# The Smart Drinks Opportunity

Smart Drinks provides franchisees with an opportunity to utilize its proven business model through a Mobile Food Franchise. This franchise offers Real Fruit Smoothies and Gourmet Coffees and Teas at preselected high-traffic locations, ensuring repeated visits. Operated from a Mercedes-Benz Sprinter van equipped with state-of-the-art facilities, including custom buildout for optimal efficiency, this franchise guarantees maximum performance

# Projected Growth in Our Key Industries

2024

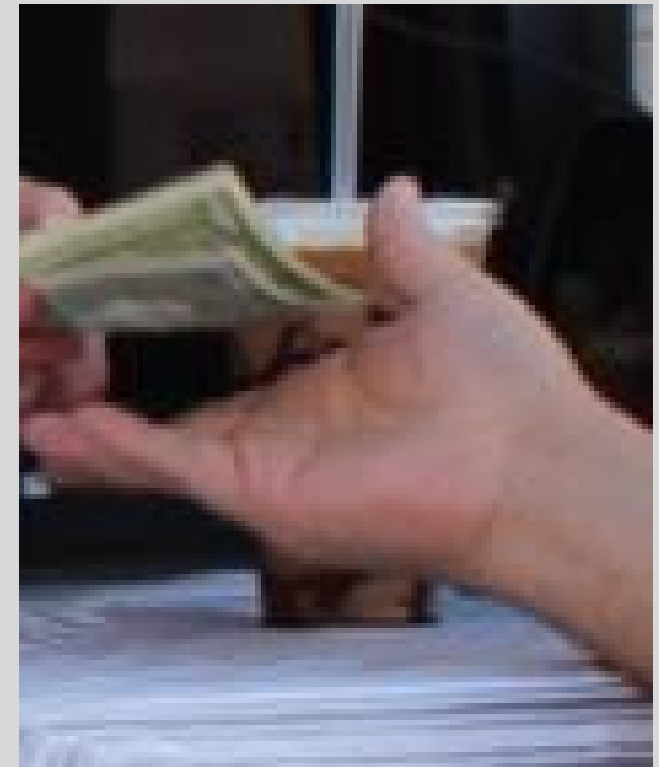
- The Global Smoothies rate of 6.98% by 2024. Market is poised to grow at a Compound Annual growth

2025

- The Global Food Truck Market is expected to grow from \$1.8 Million in 2018 to \$2.6 Million by the end of 2025

2027

- The Global Dietary Supplements market size is projected to reach \$230 Billion by 2027.





The image shows three clear plastic smoothie cups filled with a pinkish-red liquid, likely a smoothie. The cups are branded with the 'SMART DRINKS & NUTRITION' logo, which includes a stylized cube icon. The cups are placed on a light blue surface, and a vibrant, out-of-focus background of yellow and orange flowers is visible. A semi-transparent grey box on the right side of the image contains a list of reasons to invest in the smoothie industry.

# More Reasons to Invest in the Smoothie Industry

- Global attraction and more chances for running several locations.
- Many different types of people are interested: young adults, older adults, health-conscious folks, and sports fans.
- People really want healthy food and drinks. We make sure everything we offer is natural, hand-made, and includes organic and super healthy options. We also have extra nutrients for different diets.



# More Reasons to Invest in the Smoothie Industry

- Increased worldwide appeal and expanded opportunities to operate across multiple locations are evident.
- A diverse array of individuals, spanning from young adults to seniors, health-conscious individuals, and sports enthusiasts, express interest.
- There is a significant demand for nutritious food and beverages among people. We prioritize ensuring that all our offerings are natural, handmade, and incorporate organic and exceptionally healthy choices. Additionally, we provide supplemental nutrients tailored to various dietary needs.







THE SMART DRINKS® MOBILE UNIT IN ACTION!





## Key Reasons to Invest in a Smart Drinks® Mobile Unit

Eye-catching unit design draws in

- customers
- Simple smoothie preparation setup requires little upkeep
- Low operating costs compared to full-service food trucks
- Minimal staffing requirements
- Simple business model - easy to understand
- Healthy option for busy people on the move
- Well-known brand
- Strong support from headquarters
- Custom app designed for quick sales
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DESCRIPTION	LOW END	HIGH END
Franchise Fee	45,000	45,000
Vehicle Purchase*	56,000	70,000
Vehicle Retrofit (by Franchisor)	89,900	89,900
License, Permits, Professional Fees and Insurance	2,650	6,100
Travel/Living Expenses While Training	0	4,000
Technology Fees	520	520
Additional Funds for 3 Months	3,000	10,000
Estimated Initial Investment	197,070	225,520

## *Smart Drinks Mobile Unit Initial Investment*

- \*The estimated Initial Investment is detailed in the Smart Drinks current Franchise Disclosure Document (FDD).
- \*\* Multi-Unit Franchise Opportunities are available for reduced prices





## Our Future Franchisees...

- Have an entrepreneurial spirit and a passion for leading an active, healthy lifestyle
- Driven and self motivated
- Enjoy working in and contributing to their local community
- Have an outgoing personality with a passion to create positive memorable experiences for customers enjoying Smart Drinks® products

### Meet financial requirements of:

- \$150,000 new worth
- \$75,000 liquid assets
- Ability to secure financing

And **BE EXCITED** to build their future with their own

## Smart Drinks® Franchise!



# Invested in Your Success

Smart Drinks® franchisees benefit from complete staff training, ongoing support programs and innovative technology platforms. These resources have been developed to equip franchisees with in-depth product knowledge, ensuring exceptional customer experiences when selling smoothies, coffees, supplements, nutrition and weight loss items, as well as:

- **Brand, Trademark and Registration**
- Illustrated Operations Manual with extensive details covering every aspect of the business
- **Comprehensive Initial and Ongoing Training**
- Marketing and Digital Marketing Support
- **Experienced Leadership**
- Guidance with Route Planning
- **Turnkey Mobile Food Truck Retrofit**  
Utilizes Cutting-Edge POS Technology and features a Branded App for iOS and ANDROID







# NEXT STEPS – THE BLUEPRINT!

## 1. Let's Get to Know Each Other

Complete a personal profile and qualifying questionnaire on our website: [www.smartdrinksfranchise.com](http://www.smartdrinksfranchise.com) to schedule an introductory call and learn more about our unique business opportunity.

## 2. Let Us Get to Know You

Receive, complete and return the [Request for Consideration](#).

## 3. Learn about the Future as a Franchisee

Receive and review the [Smart Drinks® Franchise Disclosure Document \(FDD\)](#).

## 4. Discovery Day

Spend a day at our corporate headquarters, meet our support team, try our “Million Dollar” tasting Smart Drinks, while also watching Smart Drinks® in action and discuss territory strategies.