

# Empower Your Future: Own Your Slice of Wellness



**SMART<sup>®</sup>  
DRINKS**





**Charles and Martha  
Levinson**

*Our smoothie van journey began in 2002.*

After witnessing the evolution of smoothie establishments, where powders and sugary syrups became the norm, we decided to bring back the original way a smoothie should be made: using only 100% real, natural fruit and ingredients. That vision gave our smoothies the “Million Dollar” taste our customers love.

As our popularity in Houston and the surrounding area soared, we recognized the opportunity to expand through franchising.

We are thrilled to introduce an exceptional franchise opportunity: the iconic “Smoothie Van” concept. Join us in spreading health and wellness nationwide!

# THE SMART DRINKS<sup>®</sup> OPPORTUNITY

Smart Drinks<sup>®</sup> provides franchisees with an opportunity to utilize its proven business model through a Mobile Food Franchise. This franchise offers 100% 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.

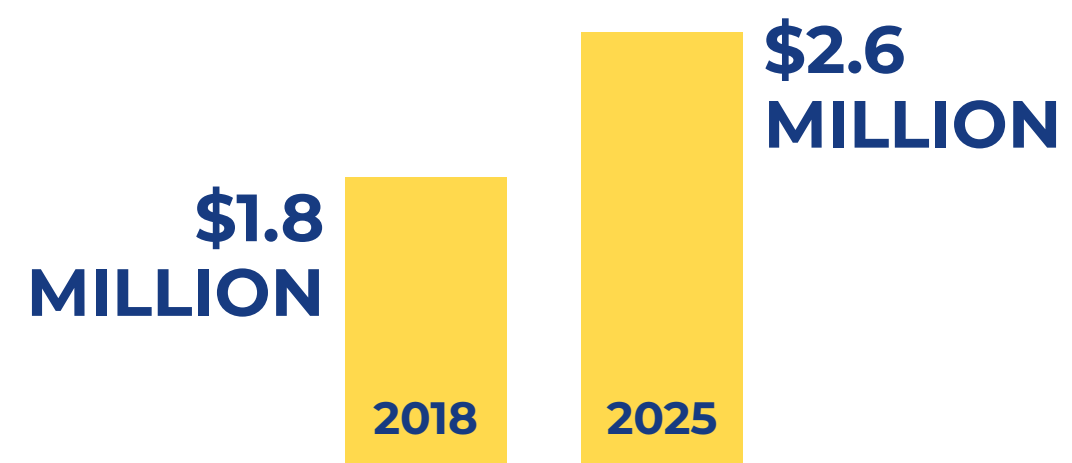
## Projected Growth in Our Key Industries

### SMOOTHIES



COMPOUND  
ANNUAL  
GROWTH  
RATE OF  
6.98%

### FOOD TRUCKS



### DIETARY SUPPLEMENTS

**\$230B**

INDUSTRY  
PROJECTED  
TO REACH  
\$230 BILLION  
BY 2027,  
GLOBALLY

# 3 Reasons to Invest in the Smoothie Industry:



- **Demand is Increasing Globally**

Increased worldwide appeal and expanded opportunities to operate across multiple locations are evident.

- **Diverse Consumer Appeal**

Our products attract a broad range of customers—including young adults, older adults, health-focused individuals, and sports enthusiasts.

- **Demand is Growing for Healthy, Natural Options**

Consumer interest in clean, nutritious food and beverages continues to rise. We meet this demand by offering products that are natural, handcrafted, and made with super-healthy ingredients. We also provide optional nutrient boosts to support a variety of dietary needs.



# THE SMART DRINKS® MOBILE UNIT IN ACTION!



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

- 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



Our eye-catching unit design draws in customers!



# 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.



Description	Low End	High End
Franchise Fee	\$45,000	\$45,000
Vehicle Purchase*	\$56,000	\$72,000
Vehicle Retrofit (by Franchisor)	\$99,800	\$99,800
License, Permits, Professional Fees and Insurance	\$2,650	\$6,100
Travel/Living Expenses While Training	\$0	\$4,000
Technology Fees	\$675	\$675
Additional Funds for 3 Months	\$3,000	\$10,000
Start-Up Kit (due at buildout)	\$7,950	\$7,950
<b>Estimated Initial Investment</b>	<b>\$215,075</b>	<b>\$245,525</b>
OPTION A - Electric Awning	\$3,950	\$3,950
OPTION B - Heat Pump Upgrade	\$1,250	\$1,250
<b>Estimated Investment w/ Options</b>	<b>\$220,275</b>	<b>\$250,725</b>





## Our Future Franchisees...

- Have an entrepreneurial spirit and a passion for leading an active, healthy lifestyle
- Are 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 net worth
  - \$40,000\* liquid assets \*Depending on credit score and other factors
  - Ability to secure financing

And are **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 the following:

- **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**
- **Cutting-Edge POS Technology and 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 discussing territory strategies.