



Master Franchise Opportunity

Great Britain



Our Story

Welcome to Smoothie Factory!

What began as a single store in Carrollton, Texas, USA has grown into an international brand operating in more than 20 countries around the world.

Smoothie Factory stores blend up global favourites like our signature Strawberry Patch in Vietnam, Green Tea Chia in China and Pomegranate Plus in Pakistan.

Since the company was founded in 1996, the Smoothie Factory brand has become recognised for excellence in service, quality and value.



Smoothie Factory was founded by James Villasana, an Olympic athlete who loved sports, health and wellness!

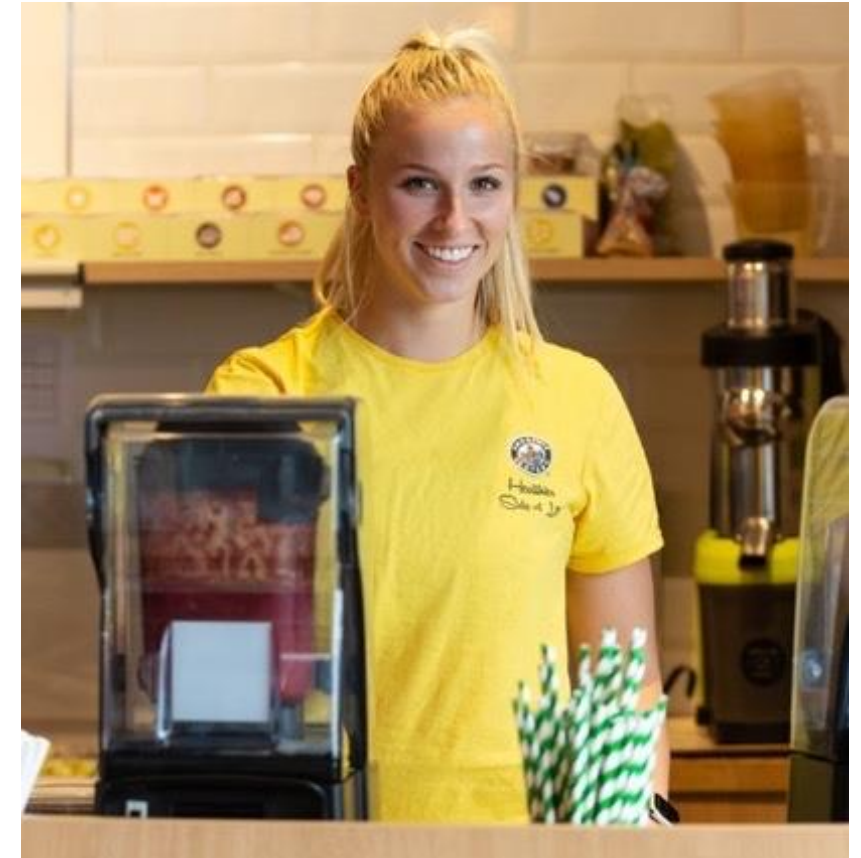
Before becoming an Olympic athlete, James struggled to find healthy and nutritious meal options served quickly and at affordable prices. While training he knew the health benefits that whole foods and real fruits (without concentrates, purees, sorbets or excess sugar) could have on athletic performance and recovery. So he thought to create smoothies made at home with better ingredients, better nutrition and a better taste.



Smoothie Factory



- We're thrilled to share more about the exciting opportunity to join Smoothie Factory, an established leader in the juice bar industry with 25 years of experience and franchises in over 20 countries. As the fastest-growing international juice bar brand, we're now offering the chance for you to join as a partner in Great Britain!
- One of the most impressive aspects of Smoothie Factory is our unwavering commitment to continually enhancing our franchising system, store design, and brand reputation. This dedication has resulted in a solid, unbroken track record of success and a thriving company expanding in international markets where guests increasingly embrace healthy lifestyles.
- Smoothie Factory offers an unparalleled blend of high-quality healthy product offerings, making it the perfect franchise opportunity for forward-thinking entrepreneurs.
- Today, the Smoothie Factory brand serves up healthy, innovative, and unique products beyond smoothies, including freshly squeezed juices, superfood bowls, authentic frozen yogurt, juice cleanse programs, barista coffee, iced drinks and healthy lite foods.
- That development plan will be agreed with and fully supported by the Smoothie Factory International team in Dallas, Texas led by James Villasana.





Consumer Goals and Appetites

A more health conscious and eco friendly consumer

- There is nothing in Europe quite like Smoothie Factory so with market research indicating changing consumer goals and appetites, we are ideally placed to capitalise on these trends.
- According to a recently published report by Strategy& (part of the PwC network) in association with Google and Spoon Guru, never has the maxim 'you are what you eat' been more relevant as consumers unique relationship with food and drink has become an extension of their individuality, their goals and a reflection of the choice they have today.
- Over the past five years, 59% of UK consumers have made a change to their diet. As with many things, the Covid-19 pandemic has further accelerated change with 29% of saying they have made a change to their diet since March 2020. Once again GenZ is leading the way with 36% shifting to a greater emphasis on physical well being, mental health and the environment since the pandemic.



Product Range

The Smoothie Factory system is built on years of hands-on experience by our Global President, James Villasana.

Not only has this perfected the quality we offer but it also enables us to offer a range of complimentary products which make maximum use of the ingredients and equipment in store – we call it ‘smart menu’!

Our core range consists of smoothies, juices and superfood bowls. Every store is required to serve these items.

After that, each store has the latitude to choose from hot drinks, iced drinks, milk shakes, coolers, energy balls, frozen yoghurt, gelato, salads, sandwiches, wraps, paninis, bagels, pancakes, soft drinks and snacks according to the size of store and local demographics.



World Class Support



Supporting Your Journey



We'll work closely with you towards the opening of your first store. We'll leverage our unique experience and expertise to ensure you get off to the best possible start and we'll continue to support you as you grow and develop.

Below is a summary of the initial support services we provide during the development of your store or area.

Proven System <ul style="list-style-type: none">▪ Operations Manual specific to your market.▪ Employee Handbook for your company.▪ Opening Guideline for your first store.▪ Customization of 3-year Business Plan & Proforma.	Marketing Strategies <ul style="list-style-type: none">▪ Assistance with the development of a Marketing Plan for the launch of your store.▪ Access to an existing suite of artwork and media.▪ Participation in national marketing activities.
World Class Training <ul style="list-style-type: none">▪ Comprehensive staff training program.	Brand Name <ul style="list-style-type: none">▪ Customer recognition & enhanced credibility
Site Selection & Leasing <ul style="list-style-type: none">▪ Flexible store options (Express, kiosk, traditional)▪ Assistance with site selection.▪ Development of Site Criteria Document based on foot traffic, demographics, and market research.	Store Design & Construction <ul style="list-style-type: none">▪ Technical support to customize store design and layout.▪ Creation of store artwork package based on design.▪ Access to preferred construction suppliers and ongoing support regarding your store construction.
Product Development & Menu Engineering <ul style="list-style-type: none">▪ Collaboration on core menu offerings for your store▪ Introduction to our preferred suppliers and preferential pricing on ingredients that we've tested and approved specifically for your market.	Sourcing & Purchasing <ul style="list-style-type: none">▪ Full access to preferred suppliers for equipment, food service and all other goods.▪ Preferred banking terms▪ Ongoing support

The Opportunity in Great Britain



*Population of 66m and a median
age of 40 years*

*16% are gym members with
6,728 clubs*

*There are 1,310
Starbucks in the
UK.*

*And 2,158 Subway
stores.*

*Not forgetting
2,121 Costa Coffee
locations!*



Target Cities

London
Manchester
Birmingham
Leeds
Glasgow
Southampton
Liverpool
Newcastle
Nottingham
Bristol
Brighton
Leicester
Edinburgh
Bournemouth
Cardiff
Coventry

Target Regions

London
South of England
Midlands
North of England
Scotland
Wales

Our flexible format options allow franchisees to operate everywhere from a concession within another business (e.g. Gym/University/Convenience Store) to a standalone 'full size' store.

Kiosk Store:
20-35m²





Express Store: 35-70m²

Walk up format with limited seating



Traditional Store: 70m²+

Full Size – sit in and takeaway



Next Steps

- Email us to schedule a follow up call to discuss this exciting opportunity in more detail.
- Meet our International team from Texas, USA
- Review & Execute the Master Franchise Agreement
- Agree the Development plan for Great Britain
- Get blending!

Contact

hello@smoothiefactory.co.uk

