

 **SMOOTHIE KING**

Franchise Development Kit



Smoothies With A Purpose

THANK YOU

FOR CONSIDERING SMOOTHIE KING

On behalf of our leadership, corporate staff and franchise family that's nearly 1100 stores strong, thank you for your initial interest in Smoothie King. As you know, we have substantial growth plans and are seeking enthusiastic owners and operators to proudly represent Smoothie King in key markets across the United States and abroad.

The Smoothie King business model is stronger than ever. Without most of the challenges of a quick serve restaurant, we work to make it easier to manage operational performance, minimize labor costs and waste, and deliver on customer service. Our guests know the benefits of our products and have made smoothies an important part of their nutrition and fitness regimens.

Our commitment to excellence fuels our quest to build performance and equity in our brand for all our franchise owners. We take their business as serious as ours and have assembled an experienced and professional support team to help them work to achieve their business goals. It is immensely rewarding to see franchisees exceed their goals as they open their second, third and fourth stores.

I appreciate you allowing us to share the key benefits of Smoothie King franchising, and we look forward to addressing any initial questions you may have.

Stay healthy!



Wan Kim
CEO, Smoothie King

TABLE OF CONTENTS

THE SMOOTHIE KING BRAND 4

.....

MOMENTUM 11

.....

INNOVATION 13

.....

PERSONALIZED TRAINING AND ONGOING SUPPORT 16

.....

REAL ESTATE 18

.....

FRANCHISEE TESTIMONIALS 21

.....

FRANCHISE OPPORTUNITIES 22

.....

INVESTMENT AND REQUIREMENTS 22

.....

FAQS 23

.....

GROWING WITH A PURPOSE 25

A young woman with her hair in a ponytail, wearing a black athletic top and leggings, is smiling and looking to her right. She is holding a red Smoothie King drink with a straw in her left hand. The background is a lush green park with trees and a bench.

OUR MISSION

INSPIRE PEOPLE TO LIVE A HEALTHY AND ACTIVE LIFESTYLE.

We rebranded in 2013 to focus on healthy lifestyles and goal attainment. But better-for-you-drinks have always been part of our brand's DNA. As consumers increasingly look for ways to eat well on the go, our strong brand positioning will continue to attract loyal guests.

OUR CORE VALUES

PURPOSE-DRIVEN

Everything we do is designed to meet our guests' specific nutrition and wellness needs.



TRANSPARENCY

We're honest about what goes in our smoothies, and we always communicate openly with franchisees.



RESPECT & SUPPORT

We couldn't do what we do without our hardworking franchisees. That's why we work hard to support them as they work toward success.



BALANCE

We value work-life balance and help our franchisees achieve it.



JOY

We're proud of our work, and we love what we do.



OUR BRAND

The heart of our brand's value proposition is to serve smoothies with a purpose. Our founder started blending smoothies with the goal of making people feel better, and that still lies at the heart of what we do. Our brand's vision – to be an integral part of every health and fitness journey – is a natural extension of our DNA.

There's a lot of competition in the food and beverage space. Consumers can go anywhere to eat. But, when they know Smoothie King has their best interest at heart, they enjoy our smoothie blends that much more, keep coming back and internalize the idea that Smoothie King is their partner on their health and fitness journey.

1973

Smoothie King founder Steve Kuhnau blends his first smoothies with a purpose using a mix of nutrients, proteins and fruit to help combat his nutritional deficiencies.

2003

Smoothie King opens its first international locations including South Korea, where it grows to 130 locations.

1989

Smoothie King opens its first franchise location in New Orleans.

2007

Smoothie King opens its 500th location in Atlanta.

2012

Wan Kim, a master franchisee, becomes Smoothie King's new CEO.

2014

The Smoothie King logo is updated to reflect the brand's mission and sense of community.

2014

Smoothie King opens its 700th location in Cedar Park, Texas.

2016

Smoothie King opens its first store in Trinidad and Tobago, continuing the brand's foray into the Caribbean.

2018

Smoothie King opens 1,000th location.

2017

Smoothie King is ranked No. 1 in category on Entrepreneur Franchise 500 list for 24th consecutive year and opens 900th location in New York's Hudson Valley.

OUR HISTORY

From our founder's homemade smoothie blends to 1000+ stores across the world, we've come a long way since our inception. Check out how our brand has grown.



OUR CEO

WAN KIM

Chairman of the Board and
Chief Executive Officer

Wan Kim is Chief Executive Officer for Smoothie King. Wan was Smoothie King's first international franchisee, opening a store location in South Korea in 2003. During the next five years, he launched and grew the brand to more than 130 locations in that country. In 2012, Wan approached Smoothie King's founders, Steve and Cindy Kuhnau, to purchase the company. Since then, Wan has led this 40-year-old brand on a journey to rediscover the purpose of Smoothie King and has reinvigorated the brand's mission to inspire healthy and active lifestyles worldwide.



OUR INVOLVEMENT

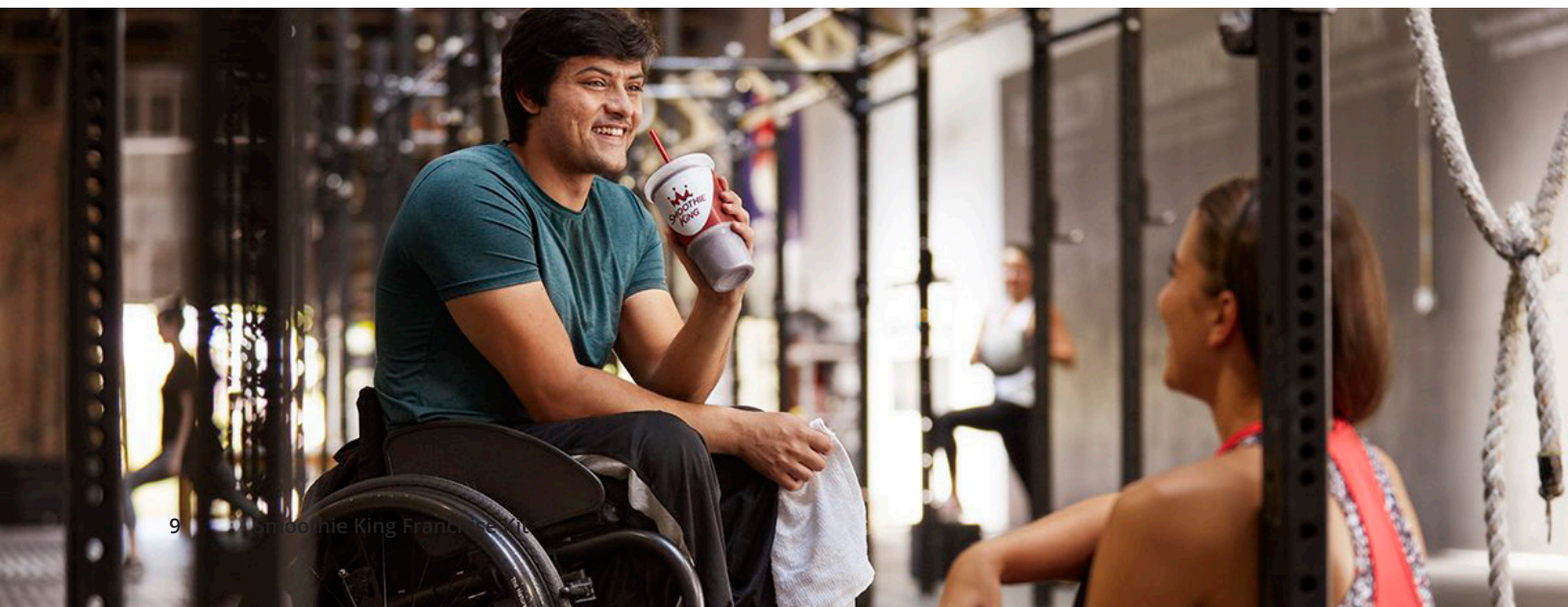
To be a part of every health and fitness journey, we have partnered with like-minded organizations to help communities achieve their wellness goals.



We've partnered with the Challenged Athletes Foundation (CAF) to help athletes with physical challenges find success in life through sports, an active lifestyle, community and mentorship.

Together, we can provide access to sports and an active lifestyle through grants for adaptive sports equipment, travel and coaching expenses, as well as camps, clinics, mentoring and community. Our vision is for athletes of all abilities to be able to reach their potential. That's the power of purpose.

Franchisees across the country work within their own communities fostering relationships with local organizations, including schools, charities, non-profits and other institutions to help spread our mission.



MOMENTUM



\$730,278

AVERAGE GROSS SALES (OF TOP 25%)*



0.36%

SAME-STORE SALES GROWTH (2017-2018)*



1000+

FRANCHISE LOCATIONS



#1

RANKED #1 IN CATEGORY



\$2 Billion

A LEADER IN THE \$2 BILLION SMOOTHIE INDUSTRY



80%

INCREASED SMOOTHIE CONSUMPTION IN THE PAST 5 YEARS

*See Item 19 of the Smoothie King® FDD dated April 2 2019, for more information.



INTERNATIONAL EXPANSION

Smoothie King is on the path to global industry leadership. Our current international presence includes franchises in South Korea, Trinidad and Tobago, and the Cayman Islands - and we're constantly growing.



SMOOTHIE KING CENTER BRINGS INTERNATIONAL BRAND EXPOSURE

The Smoothie King Center was unveiled in 2014 as the new home of NBA's New Orleans Pelicans

We are one of the few restaurant brands with a naming rights deal with a professional sports stadium. Smoothie King was already an established brand in New Orleans, but now the rest of the country has begun to take notice.

The deal helped elevate Smoothie King in a lot of consumers' eyes around the country and bring a great deal of attention that the brand had never before experienced. As a result, franchisees have experienced a significant brand boost in markets where Smoothie King is just beginning to penetrate.

INNOVATION

SMOOTHIES WITH A PURPOSE

When Smoothie King started in 1973, the concept of smoothies wasn't a revolutionary idea. In fact, a decade before Steve Kuhnau founded the very first Smoothie King, smoothies were already popular mainstays at ice cream shops and health food stores. However, Smoothie King made it a point to differentiate its product by being more purpose-driven than its competitors.

As the brand continued to diversify its menu, it created smoothies to serve a wide range of individual purposes for guests as part of a sensible diet and regular exercise routine, including:

- Exercise recovery
- Muscle building
- Weight gain
- Taking a break

In order to stay on the cutting edge of the industry and provide new options to guests, we must embrace changes that help Smoothie King meet evolving consumer demand. Constantly innovating the menu with new and nutritious options can help Smoothie King franchisees continue to achieve the brand's mission of inspiring people live a healthy and active lifestyle, as well as assist in driving in-store traffic.

WELCOME TO CLEAN BLENDS

Our commitment to blend a cleaner, more nutritious smoothie with more whole fruits & veggies. It's all the flavor guests want and none of the added artificial colors, flavors, or preservatives they don't. That means guests get the same great taste with 0 grams added sugar in many of our purpose blends.

WELCOME TO CLEAN BLENDS

What's In Our Smoothies?



More whole fruits



More whole veggies

What Are We Taking Out?



Added sugar* from many of our smoothies



Artificial colors, preservatives and flavors



High-fructose corn syrup and corn syrup



Gluten



Trans fats



rBST/rBCH added dairy hormones**



Hydrogenated oils

What Did it Take?



5 Years



15,000 hours of research and development



And more than 150 changes, additions and reformulations of our ingredients

Why Did We Do It?



It's part of our brand DNA

Our vision statement is to be an integral part of every health and fitness journey.



Consumers demand transparency

75 percent of consumers say they would pay more for clean label ingredients.



We're dedicated to constant improvement

Because we only want the best smoothies for our guests – and the most competitive product for our franchisees.

1 <https://smoothieking.com/cleanblending>
2 <https://www.foodinsiderjournal.com/clean-label/75-consumers-will-pay-extra-clean-label-ingredients>
*No added sugar in many purpose blends by Dec. 2018
**No significant difference has been shown between milk derived from rBST-treated and non-rBST-treated cows

SMOOTHIES WITH A PURPOSE



**BLENDED TO ORDER,
FRUIT-BASED SMOOTHIES
WITH PROTEIN AND
SUPPLEMENTS**



**DESIGNED TO SUPPORT
FITNESS AND WELLNESS
GOALS AS PART OF A
SENSIBLE DIET AND
FITNESS ROUTINE**



**NUTRITIOUS
SNACKS**



**ON-THE-GO,
BETTER-FOR-
YOU MEAL
ALTERNATIVE**



**NO
COOKING**



**MINIMAL
WASTE**



**LOWER COGS
RELATIVE TO OTHER
QSR BRANDS**



**NATIONAL
DISTRIBUTION**



PERSONALIZED TRAINING AND ONGOING SUPPORT

Sure, great products are essential, but the key to your success as a Smoothie King franchisee is proper training. We've fine-tuned our business systems to make our stores simpler to operate with limited inventory and waste, multiple revenue streams and lower initial investment than other quick service restaurants. From the first meeting to grand opening and beyond, we're here to support our franchisees every step of the way.

SYSTEMS AND TECHNOLOGY THAT GIVE YOU A COMPETITIVE ADVANTAGE

We believe the only way to optimize our business model is to keep a close eye on the metrics that drive unit performance. We've been diligently engineering our POS, web and intranet technologies to build new efficiencies and organize the information that help franchisees manage their resources and work to grow their businesses.

INTELLIGENT MARKETING THAT BUILDS GUEST AFFINITY

We implement smart marketing tactics to attract new guests and keep regulars coming back. From your very first day as a Smoothie King franchisee, you'll have the power of our well-loved brand – a leader in the nutritional smoothie segment. You'll also have more than 62 delicious recipes and a wide range of quality retail products. Our marketing team will back you with branded in-store and outside promotional materials, local marketing tools, colorful retail merchandising displays and a strong online presence showcasing our products and brand at SmoothieKing.com.



**NEW PRODUCT
LAUNCH SUPPORT**



**DIRECT MARKETING
AND PROMOTIONS**



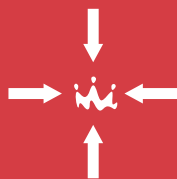
**HEALTHY
REWARDS**



**INITIAL TRAINING
AT OUR
INTERNATIONAL
HEADQUARTERS**



**STREAMLINED POS
SYSTEM**



**INNOVATIVE
MARKETING
STRATEGIES**



**EXPERIENCED
FIELD SUPPORT
THAT'S TERRITORY
SPECIFIC**

REAL ESTATE

YOU'LL FIND SMOOTHIE KINGS AT CONVENIENT LOCATIONS SO GUESTS MAKE US PART OF THEIR DAILY ROUTINES.

SUCCESS STARTS WITH A GREAT LOCATION

We've learned that location is one of the most important factors to the success of a Smoothie King store. A great site is the best investment you can make in your new business. Our team of seasoned real estate professionals will guide you as you select a location in your market. We've also learned to look beyond traditional locations, so we offer flexible store concept to fit all kinds of opportunities, including:



FREESTANDING
STORE



DRIVE THRU



AIRPORTS



FOOD COURT/
MALL KIOSK



GYMS

Real Estate Selection and Store Design



Interior Design

Our interior welcomes guests the moment they walk through our doors. Design aspects include logical traffic flow, great merchandising and a menu system that helps guests easily understand which of our offerings fits their purpose.

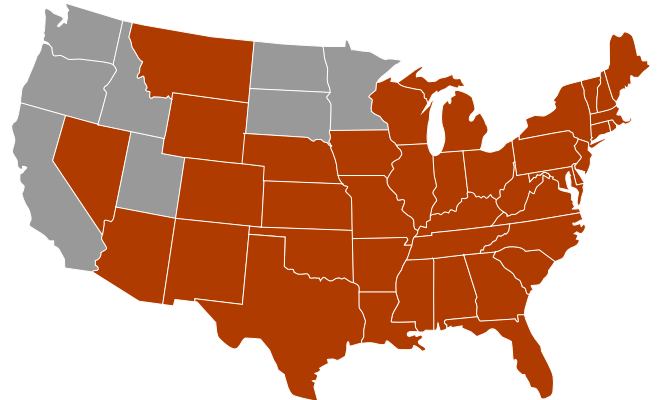
Success Starts with Great Design

Over the years, we’ve learned that our location is the most important factor in the success of any Smoothie King store. Our team of seasoned real estate professionals will provide guidance to select a location within your market. We’ve also learned to look beyond “traditional locations,” so we’ve created flexible store concepts to fit all kinds of opportunities, including: kiosks, airports, hospitals, military bases and gyms.

Strategic Approach to Real Estate

Smoothie King’s real estate professionals work closely with franchisees and a preferred real estate broker to assist them in finding and securing the most suitable location for each market. Once they find a location, they must submit a Site Request form. A member of our Real Estate Team will analyze their site and even travel to the site to complete the review. If the site is accepted, the team will help with lease negotiation, design, construction and opening day.

Targeted States for Development





Market Requirements

Space Parameters

Type: Drive-Thru sites on End Caps or Freestanding buildings, high-traffic In-Line sites, Malls, Kiosks, or non-traditional venues such as Hospitals, Gyms and Airports.

Size: 800 – 1600 square feet

Kitchen: No cooking platform

Parking: 3 to 6 immediate parking spaces

Excellent visibility and access

Population: 30K in a 7-minute drive time or accessible trade area.

Median household income at or above median for DMA

Co-tenancy: Grocery stores, Fitness, National QSRs and service-oriented retailers

Multi-Day Part Traffic: 20K cars per day

- Breakfast
- Lunch
- Afternoon snack
- Dinner
- Pre/post workout

FRANCHISEE TESTIMONIALS



FERN CARTY DAWKINS
PEARLAND, TX

Smoothie King is an excellent brand that's growing, the people are fantastic and their purpose is great. Who doesn't want to be part of a brand that not only does well financially, but it's also doing something that's meaningful, that franchisees can get behind and your team members can get behind – and certainly your guests will appreciate what our business brings to the market. It's a simple model that makes sense, and it's fulfilling.



JACKIE FLOYD
COLUMBIA, MO

Our family is really into running, walking – we go to the gym. We like to do a lot of physical fitness activities together, and so we really like the idea that with this brand, it was actually going to support the lifestyle that we're trying to lead. It really aligned with our values. And I really enjoy meeting people and telling them about something I personally love, which is the smoothies I drink every day.



BOB VIANI
WAPPINGERS FALLS, NY

I've been in the health and fitness industry since 1989, and I've always known about Smoothie King. A few years ago, I went to visit my friends in St. Louis, and we went to Smoothie King for breakfast. It was this nice, beautiful retail space with a great menu and a drive-thru. Smoothie King's mission and vision were right up my alley. I love the simplicity of the model, and I get to invest in something I'm passionate about.



ERIC JONES
ALPHARETTA, GA

When I first looked into franchising, I didn't want to go after just what's popular or the latest trend. I wanted to get into business with a product that I actually use. My wife and I were sitting on our sofa and we realized there wasn't a Smoothie King around where we lived. We would have to drive 40 minutes to the closest Smoothie King. This was a greatly underserved product in our area, a product that we liked and a great opportunity.

here



FRANCHISE OPPORTUNITIES

SINGLE-UNIT

Our concept is perfect for first-time business owners.

MULTI-UNIT

Smoothie King is easily scalable and provides specialized support for multi-unit owners.

INTERNATIONAL

Talk to us about opportunities in international markets.

INVESTMENT AND REQUIREMENTS

Investment range: \$263,550 – \$844,485 (includes \$30,000 franchise fee)

Minimum net worth (1 store): \$300,000

Minimum liquidity (1 store): \$100,000

Credit score: 700+

Operating fee: 6% of monthly gross sales (\$500 monthly minimum)

National marketing fee: 3% of monthly gross sales

FAQS

How long has Smoothie King been in business?

Smoothie King opened its first franchise location in 1989.

What are the qualifications to franchise?

In addition to our capital requirements, the ideal candidate has an entrepreneurial spirit, as well as sales, marketing, restaurant and/or retail experience.

Does Smoothie King offer financial or development incentives for new franchisees?

We do not have an in-house financing program, but we are registered with the SBA and have relationships with various finance vendors.

Is Smoothie King easy to operate?

Yes, the time-tested Smoothie King systems are clear and easy to follow.

Will you help me find a location?

Smoothie King's real estate professionals work with franchisees to provide them site selection criteria and guidance finding and securing suitable locations for each market.

What types of locations fit into Smoothie King's site criteria?

The ideal size range for a Smoothie King franchise is generally 800-1600 sq. ft. However, smaller or larger stores can still work well. Our stores are usually located in neighborhood strip centers, power centers, shopping malls, universities, airports and downtown business locations. The optimal area is densely populated, highly visible and located near numerous traffic generators.

What demographics does Smoothie King target?

Our target customer is between the ages of 16 and 35 and roughly 55% skewed toward women. We look for starter families, Baby Boomers, and established America. We offer a value-based product, so our guests need to have some ancillary income to frequent our locations. So, we try to find locations where the average household income is relatively higher. However, because of the diversity of our guests, we do not limit ourselves to a particular demographic.

FAQS

How much money can I make?

Since the actual results of individual franchises are based on factors that Smoothie King can't control, we do not provide estimates of profits or revenues. However, after consulting with a Smoothie King franchise development manager and reviewing the Franchise Disclosure Document, you will have the opportunity to contact existing franchisees regarding their experiences.

What ongoing fees would I pay Smoothie King?

Franchisees pay an ongoing operating fee of 6% of weekly sales. 2% of your weekly sales will be paid into the Smoothie King Advertising Fund for additional advertising expenses. You'll also reserve 2% of weekly gross sales to spend on local marketing. Additionally, each location pays a technology contribution of \$200 per month.

What is the best resource to research the Smoothie King franchise opportunity?

Each qualified candidate receives a copy of the Smoothie King Franchise Disclosure Document, which provides the following information and more: franchisor's financial statements, copy of the franchise agreement, copy of the area development agreement, list of existing franchisees to contact, cost break downs and fee break downs.

What kind of training do you provide?

We provide 17 days of training split up into three segments. Each franchisee receives 1 day of orientation prior to opening, 11 consecutive days of management training at a corporate training facility prior to opening, and 5 days of on-site training (3 days prior to opening and 2 days after opening).

How many team members do I need at a Smoothie King?

We recommend 9 to 12 team members on staff, with 2 to 3 in the store at a given time, but stores' needs vary.

I'm ready to move forward, what is the next step?

Complete the franchise request form at SmoothieKingFranchise.com so we can start the process, or call 985-635-6984 to speak with a franchise development manager.

A young Black woman with dark hair pulled back, smiling warmly at the camera. She is wearing a black Smoothie King polo shirt with a gold necklace. The background shows a brightly lit store interior with shelves and a counter.

GROWING WITH A PURPOSE

Smoothie King has built significant momentum over the past decade, with the past three years showcasing strong growth. Smoothie King opened 106 North American locations in 2018, the most in a single year in the franchise's 45+ year history.

A HEALTHY BUSINESS FRANCHISEES FEEL GREAT ABOUT OWNING

Smoothie King franchisees spend their days helping people live healthier, more active lives. You serve up your guests' favorite smoothies, blended from real fruit, fruit juices and veggies. You also serve up smiles, as you satisfy guests' cravings for the better-for-you drinks they love. At the same time, franchisees teach younger team members responsibility and the value of living a healthy lifestyle – all the while, building a better future for their families, through business ownership.

THANK YOU

We would like to thank you for considering SmoothieKing as a franchisee. One Smoothie at a time, our quest has spanned 46 years, to more than 1,000 locations across over 30 states, five countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured and our guests have become more sophisticated.

Our “purpose” has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time. We are thrilled that you’re interested in joining us on our quest.



For more information, contact our Franchise Development Team

at

985.635.6984

or visit

SmoothieKingFranchise.com

A man with short brown hair, wearing a dark grey sleeveless athletic shirt and black shorts with a white stripe, is sitting on a black gym bench. He is smiling and drinking from a white Smoothie King cup with a red straw. The cup has the Smoothie King logo and name on it. In the background, there are several red exercise balls and gym equipment, suggesting a fitness studio or gym setting.

Lessons in Fitness and Business

3 Former Athletes
Who Joined the
Smoothie King Team

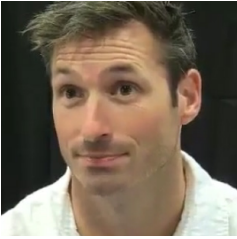
Foreword

At Smoothie King, our ultimate vision is to become a part of every health and fitness journey. For some, that means a protein-rich smoothie after a workout. For others, it means a nutritious meal replacement on the go. For many of our franchisees, it means a business opportunity that helps them inspire their communities to live healthy and active lifestyles.

This eBook tells the stories of three franchisees who, at one time, thrived in the competitive world of college athletics. They took the skills and values they built as athletes and applied them to their careers as business owners. All three were drawn to Smoothie King because of our focus on nutrition and fitness, and their unique talents and perspectives help fuel our brand's continued success.

If you love working on a team, chasing high goals and making fitness accessible to everyone, Smoothie King might be a perfect fit for you as a franchisee. Check out how these three risk-takers used their background in athletics to become successful business owners, and learn more about how Smoothie King fits into nutrition and fitness journeys across the globe.





Name: Sean Cangelosi

Location: Ruston, Louisiana

Smoothie King Owner Since: 2001

Athletic Background: WR for Louisiana Tech University

Sean Cangelosi was a skinny kid, so he'd always order peanut butter in his strawberry Smoothie King smoothies in an attempt to bulk up.

Years later, when he was playing wide receiver for the Louisiana Tech University football team, he was ordering protein powder online and eating pizza and fried chicken after games. Cangelosi missed his signature strawberry-peanut butter blend, but there was no Smoothie King in the college town of Ruston, Louisiana.

At least not yet.

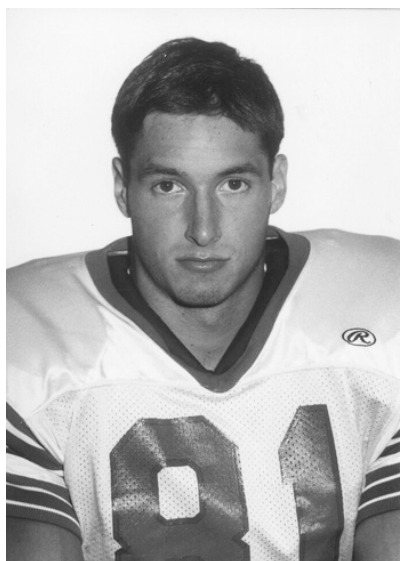
After earning an MBA at Louisiana Tech and getting a job as a junior high speech and P.E. teacher, Cangelosi approached a Ruston banker about their town's missing piece: a Smoothie King. As luck would have it, this banker had also noticed the absence of Smoothie King, and he wasn't happy about it, either. Cangelosi secured the financing to open his first – and Ruston's first – Smoothie King franchise in 2001. He was 22 years old.

Now, he has seven stores across Louisiana and no shortage of strawberry-peanut butter smoothies. More importantly, he has a fulfilling career where he can make a difference in the lives of his guests and his employees, he said.

“I like teaching young employees how to work hard. For a lot of them, it's their first job, so it's fun knowing that you will have that influence on their work ethic,” he said.

Lessons from Athletics

While he enjoyed playing football, Cangelosi was never a “football nerd,” as he calls it. Nonetheless, he believes his time as a college athlete prepared him for his role as a business owner. Throughout his career as a Smoothie King franchisee, he’s found three main ways his experience as an athlete contributes to his success.



First, it enhances his understanding of the franchisor-franchisee relationship. For Cangelosi, this dynamic is reminiscent of a coach and player.

“It can be challenging at times, and it can be good at times. You have to learn to work with different leadership styles,” he said. “My store isn’t called ‘Sean’s Smoothies.’ I’ve been able to work within parameters that other business owners have developed.” Second, it makes him

a team player who knows how to work toward a collective goal.

Third, it instilled a lifelong competitive drive. Cangelosi always checks how other franchisees are doing and strives to do better at his own locations. It’s friendly competition, he said, and his experience as an athlete taught him to remain levelheaded in the face of wins and losses.

“When you do well, it’s the same as winning a game. You have to say, ‘Okay, we won that game. Now, what did we do, how did we do it and who’s helping,’” he said. “You can’t get too high or too low in the face of successes and failures because you never know what’s coming next.”

“As a receiver, you want to catch 10 balls a game, but that’s not always what’s best for the team. In a business, you’re also working with a team, trying to go in a certain direction.”

Leadership and Confidence

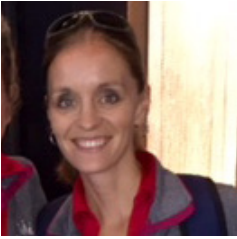
Cangelosi still isn't sure what made him bold enough to buy a franchise at only 22. Whether it was vision, brashness or just pure love of Smoothie King, he's glad it worked out so well.

"Athletics creates a level of leadership and confidence," he said. "So, I'm sure that was a part of it."

Going forward, Cangelosi will continue to sell smoothies as fast as people will drink them. According to him, his guests are crazy for Smoothie King. In fact, the whole state might be.

"In Louisiana, everybody drinks smoothies," he said. "It's amazing how many different kinds of people will come in. Smoothie King lists four main purposes to get a smoothie, but in Louisiana I think there's about 100."





Name: Kelli Kent

Location: Columbia, Missouri

Smoothie King Owner Since: 2015

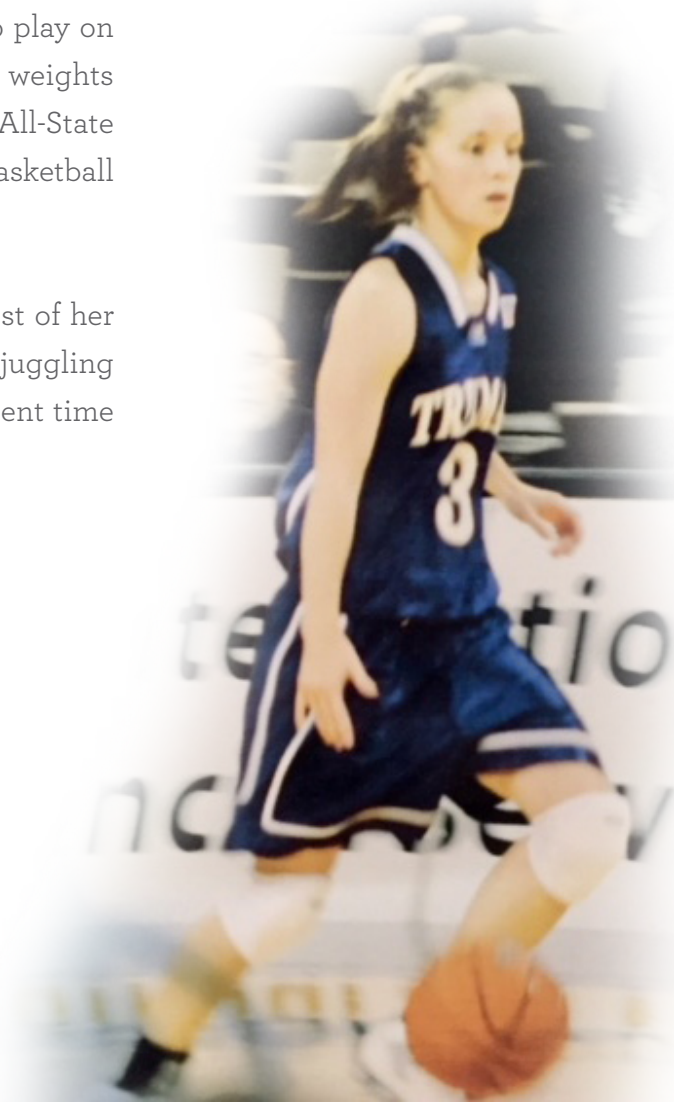
Athletic Background: Point guard at Truman State University

As a point guard, Kelli Kent could never be on autopilot. At each moment, she had to be aware of her teammate's positions, the opposing team's tactics and her overall game plan.

Now, Kent uses her multitasking mastery to run a successful Smoothie King franchise alongside her husband Derek. At each step of her journey from college basketball player to business owner, this quick-thinking competitor has remained on top of her game.

Kent grew up playing basketball, and it was always her love of the game that fueled her hard work. During high school, she chose not to play on a year-round traveling team, opting instead to wake up early, lift weights with friends and play pick-up basketball games. She was an All-State player her senior year and went on to play NCAA Division II basketball at Truman State University – always playing point guard.

Her years as a college athlete taught Kent how to make the most of her time when it felt like there weren't enough hours in the day. By juggling athletics, schoolwork and friends, she learned the value of efficient time management and clear communication.



A Mission-Driven Career

Fast forward a few years. Although neither Kent nor her husband had a culinary background, the two decided they wanted to open a quick service restaurant. Kent knew she wanted her career to be mission-driven and that she couldn't conscientiously operate a restaurant if she wouldn't eat the food herself. Because of these conditions, the couple steered clear of many fast food franchise options.

When Smoothie King came along, they knew they had found the right fit. Its nutritional focus and strong company mission checked all of Kent's boxes.

She opened her first Smoothie King location in 2015 in Columbia, Missouri, with the help of her sister and husband. They've since opened three more, with two in the works. The moment Kent opened the doors, her time management and communication skills came into play. As a business owner, she must strike a balance between running her stores with excellence and staying in tune with her community, business partners and family.

"It's important to always be sharpening our skills in our stores, but we also work closely with our local communities and vendors," she said. "If communication is poor or if one area is left neglected, the business is not being run at top efficiency. Those are all the same principles that student athletes adhere to if they are going to be successful."

Running her businesses gives Kent the flexibility to work around her three young children's school schedules. It also gives her opportunities to serve her community. She often partners with local schools and businesses for profit-sharing and fundraising campaigns.

It is great to be able to give back to a community who gives so much to us. For Derek and I, we also enjoy being able to provide our customers and community with a better-for-you food option.

Smoothies with a Purpose



Going forward, Kent wants to help her guests become more aware of the various purposes smoothies can serve — particularly, their function as meal replacements.

Many think of smoothies as a snack, but Smoothie King also offers high-protein options with the caloric value of a full meal. These options

are a great alternative to a fast-food meal, Kent said.

“I know for our family, we like being able to grab a nutritious lunch when we are running errands or heading to an athletic event or activity,” she said. “I usually get mine after a workout and carry it around with me when I grocery shop. I always hated feeling like my only option was feeding myself or my children chicken nuggets and French fries whenever we were unable to eat at home.”

Kent’s love for basketball has influenced her career and her life long after she stepped off the collegiate court. She used to run the court as a point guard – now, she runs businesses as an entrepreneur. The skills and dedication she built as an athlete come in handy as she keeps an eye on all the moving parts of her businesses, and her flexibility as a business owner will give her the time to coach her oldest son’s first basketball team this year.

“I love coaching fundamental basketball,” she said. “It’s such a fun game, and I hope the young boys and girls I coach find a love for it, too.”



Name: Chet Lipton

Location: Millersville, Maryland

Smoothie King Owner Since: 2017

Athletic Background: Basketball and baseball player at University of Maryland

Chet Lipton has lots to say about how athletics can help people succeed in business. That's because he's seen it firsthand.

After playing both basketball and baseball for University of Maryland, Lipton started his own electronics company, which he's run successfully for 40 years.

His two children, Emily and Erik, went to college on full-ride basketball and football scholarships, respectively. Since, they've both built successful careers in business.

Now, Lipton is beginning a new venture with his first Smoothie King franchise, but he's confident that the skills he gained as a player and coach will help him thrive.

Lipton became interested in franchising after helping his son open a Rita's franchise. The location flourished, and his son soon opened a second franchise - a Jimmy John's.

Fourteen years later, Lipton and his wife Nika were ready for a change. He loved his business, but the work got repetitive. Nika was working long hours as a nail technician and wanted a more flexible schedule. Together, they decided to take a leap. After researching different franchise opportunities, they were drawn to Smoothie King. They both prioritize nutrition and fitness, and they saw the brand's potential for growth.

“There are a lot of franchises that are at their peak now. When I’m choosing a franchise, I want something that will still be relevant ten years from now.”

Changing Lives for the Better

As a lifelong sports-lover and longtime business owner, Lipton is well versed in the ways that a sports background can help in the workplace. He talks about it with his kids, his employees – anyone who will listen. He’s passionate about the subject because he believes that athletics change lives for the better, and he can list the ways. Sports instill competitive drive, teamwork, commitment, time management and tenacity – all things that come in handy when running a business.

“In order to succeed in sports, you have to be able to fight through things that are tough. In business, it’s the same. There are tough times, and you think it’s going to sink you, but you think that way for about one minute and then you put your nose down and you say, ‘I’m beating this.’ And you get past the failure,” he said. “Athletics gives you that belief that you’re going to overcome it. Without a sports background, I don’t know if I would have lasted.”

Lipton tries to instill this can-do attitude in his employees, as well, by coaching them like he would a player. He emulates his favorite coaches, who taught him that leaders should keep their cool and focus on moving the team forward. When something goes wrong, he stays focused on what can be learned, instead of what went wrong. For example, when one of his employees made a bookkeeping error that cost Lipton a fine, they sat down together to think of a new procedure that would prevent the mistake from happening again.

“Past is past, you can’t live on the past. It’s what you do in the future to improve that’s the basis for being successful and doing your job well,” he said.



The Next Generation

Now that his children are grown and have flourishing careers, Lipton has shifted his focus toward helping the next generation build skills for success. He coaches youth basketball and talks to players about the life lessons the game imparts. He lives close to his daughter and her children and visits often. One of the reasons he loves Smoothie King is because it makes it easy to feed the kids nutritious snacks and meals.

“It’s all you can do to get them to eat anything that’s good for them,” he said. “I’m always thinking to myself, where are they getting their nutrition? Where are they getting their protein?”

Lipton’s first Smoothie King has yet to open – he’s shooting for early April – so his success story as a franchisee is yet to come. In the meantime, he’ll continue celebrating the achievements of his two favorite players:

“Both of my children are very determined,” he said. “That’s the reason my son has been successful in business. He’s a competitor. He’s going to win it. My daughter is the same way.”



Growing with a Purpose

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 44 years, to more than 900 locations across 34 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, and our guests have become more sophisticated.

Our "purpose" has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time.



For more information
Contact our Franchise Development Team
at
985.635.6984
or visit

SmoothieKingFranchise.com