



SIMPLY Smoothie

BLENDING GREATNESS TOGETHER

Real Fruit Smoothies and Frappes

WE'RE PROUD TO OFFER A SMOOTHIE PRODUCT SOLUTION THAT IS OF **high quality** WHILE STILL REMAINING A GREAT VALUE TO THE CUSTOMER.



Why Smoothies at Your Store?

Smoothies are one of the hottest growing retail trends today! Carbonated beverage sales continue to decline. Consumers are looking for alternatives.



On Trend for health and wellness

31% of customers buying smoothies in 2013 said it was because they were **healthier** than other drinks



Turns C-Store into a health and wellness destination

Attracting desired shopper demographics



Offers a simple way to compete against growing quick serve restaurants, and emerging channels



Increase all-day traffic

Breakfast, lunch & dinner opportunities
Drives traffic with off-peak offerings (9-11am, 2-5 pm)



Add Ice - Push Button - Serve!

- Ensure each and every drink turns out perfectly each time with the BD8. By dispensing just the right amount of water and any combination of eight different products, the BD8 helps control cost and cut waste. Just add ice and let the BD8 do the rest!

Push-Pour-Profit

Problem to Solve:

Growing Competitive Pressures



Utilize on premise, made-to-order smoothies to increase store traffic, and extend duration of shopping trip at retailers



Strengthen food service offerings throughout the day

Creates meal solutions and destination drivers

Provides shoppers alternative to quick serve restaurants



Minimal labor allocation

No Barista training required

Speed to shopper: smoothie can be ordered and made in **less than 40 seconds**



Minimal space: less than 30 inches



Shelf stable product



Powerful POS to alert consumer base

Find out More:

Contact your Henry's Foods Specialist to learn how you can incorporate this program into your business.


Opportunity & Marketing

Made-to-order beverage identity

 **Combo meals for breakfast, lunch & dinner**

 **Breakfast/Start of day**

 **Off-Peak traffic generator**
Mid-morning/mid-afternoon *"pick me up"*

 **Fueling station incentive**
\$1 off smoothie with fuel receipt (24 hour application)
Get customers to leave the pump and walk in store to purchase smoothie(s) or other combo specials for "to-go" enjoyment

