



SMART
DRINKS & NUTRITION®

Join the Wellness Revolution

It Started with an Idea

19 years ago, Smart Drinks & Nutrition® started as a mobile smoothie van with the idea of delivering 'million dollar' tasting smoothies to customers in Houston, TX and surrounding areas. As our success with the truck grew, we knew the next step was to open a brick-and-mortar space. With the addition of nutritional supplements and fitness/weight loss products, a unique concept developed with significant opportunity for today's entrepreneurs searching for the next great idea. I am pleased to present two great franchise options: the original 'Smoothie Van' and 'Smoothie & Wellness' retail store. Join me as I continue to provide health and wellness to people across the country.

◦ Charles Levinson, Founder



Our Vision

- Growing up as a boy I always loved the taste of a natural fruit smoothie. However, as the years past, I watched as smoothie stores evolved to the extent that powders, sugar rich syrups, concentrates, and pre-set mixtures infused with just a little bit of fruit became the standard.
- At Smart Drinks & Nutrition®, 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 & Nutrition offers its franchisees the chance to leverage its time-tested business model with either: Via a Mobile Food Franchise that offers Smart Fruit Smoothies and Gourmet Coffees and Teas at repeat, predetermined high-traffic locations.

- OR

- A unique Quick Service Restaurant (QSR) and Retail Franchise Opportunity that combines our proprietary and delicious blends of Smart Fruit Smoothies and Veggie Juices, with the sale of Vitamin and Nutritional Supplements.

Projected Growth in Our Key Industries

2024

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

2025

- The Global Food Truck Market is expected to grow from USD 1,846.36 Million in 2018 to USD \$2,631.37 Million by the end of 2025.

2027

- The global dietary supplements market size is projected to reach USD \$230.73 billion by 2027.



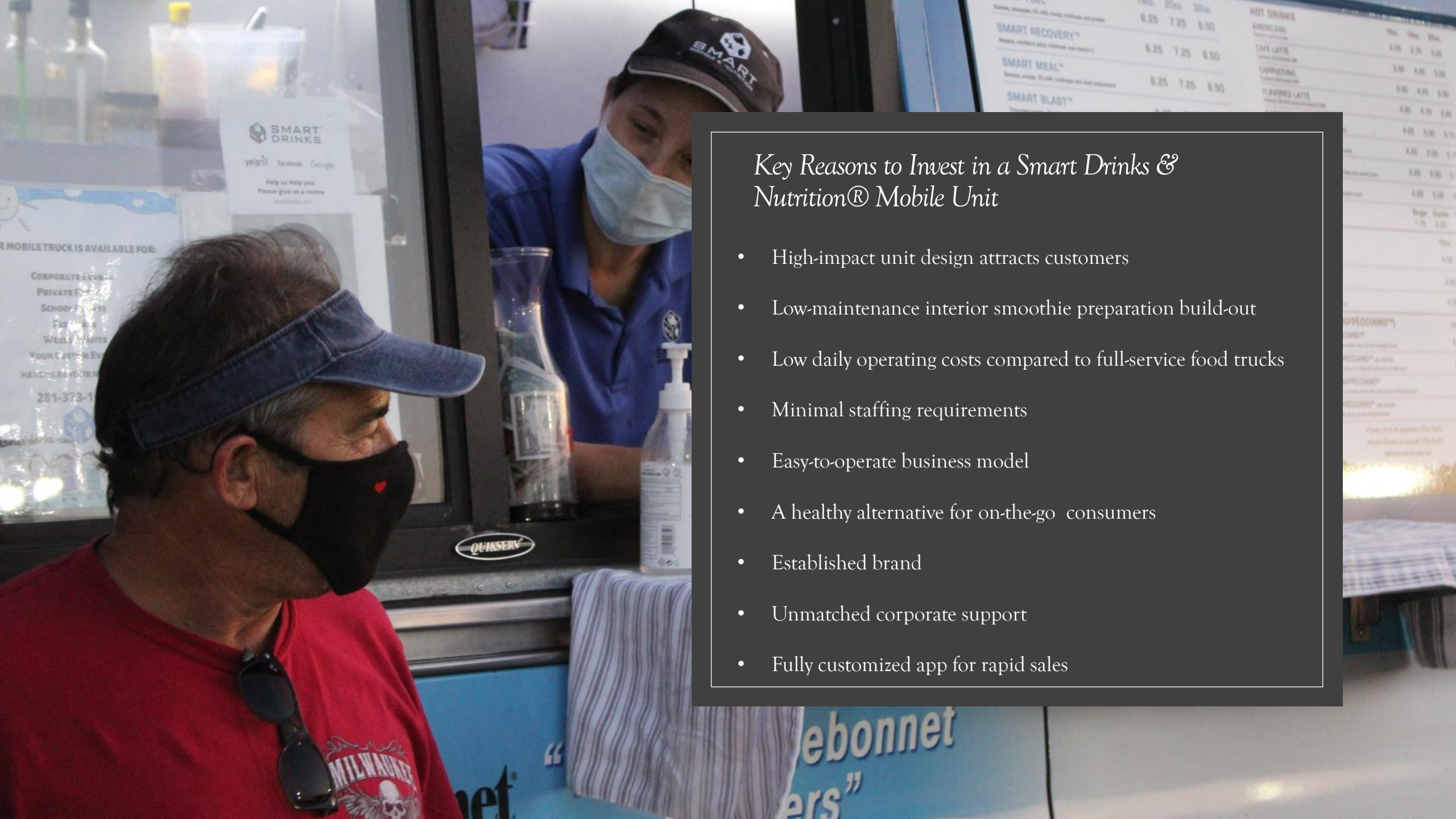


More Reasons to Invest in the Smoothie Industry

- 1. Global attraction and increased possibilities for multi-unit operations
- 2. Broad demographic appeal: Millennials, Baby Boomers, Health-Conscious and Sports-Minded consumers alike
- 3. Consumer demand is a driving factor; bringing wellness to consumer foods/drinks with endless combinations that are always natural, hand-crafted, include organic and superfood options, plus nutritional supplements to meet varying dietary needs



THE SMART DRINKS & NUTRITION® MOBILE UNIT



Key Reasons to Invest in a Smart Drinks & Nutrition® Mobile Unit

- High-impact unit design attracts customers
- Low-maintenance interior smoothie preparation build-out
- Low daily operating costs compared to full-service food trucks
- Minimal staffing requirements
- Easy-to-operate business model
- A healthy alternative for on-the-go consumers
- Established brand
- Unmatched corporate support
- Fully customized app for rapid sales

Smart Drink Mobile Unit

- *Initial Investment*
- *The estimated Initial Investment is Detailed in the Smart Drinks current Franchise Disclosure Document.
- **Multi -Unit Franchise Opportunities are Available for Reduced Prices. .

Description	Low End	High End
Franchise Fee	45,000	45,000
Vehicle Purchase *	56,000	70,000
Vehicle Retrofit (by Franchisor)*	86,900	86,900
License, Permits, Professional Fees, Insurance	2,650	6,100
Travel/ Living Expenses while Training	0	4,000
Technology Fee's	520	520
Additional funds for 3 months	3000	10,000
Estimated Initial Investment	194,070	222,520



THE SMART DRINKS & NUTRITION ® RETAIL STORE



Key Reasons to Invest in a Smart Drinks & Nutrition® Retail Store

- Hybrid Quick Serve Restaurant (QSR) & Retail business model
- Modern design and build-out encourages in-store seating and retail shopping
- Drive-Thru Window for Increased Sales
- Strong Opportunity for Compound Annual Growth Rate
- Established proprietary product and brand recognition

Smart Drinks & Nutrition Store

- The estimated Initial Investment is Detailed in the Smart Drinks current Franchise Disclosure Document.

- ****Multi -Unit Franchise Opportunities are Available for Reduced Prices. .**

Description	Low End	High End
Franchise Fee**	45,000	45,000
Rent, Security Deposit, Leasehold Improvements, and Signage	21,800	55,600
License, Permits, Professional Fees & Insurance	2,900	5,600
Computer, Equipment and Supplies	14,200	42,000
Initial Inventory	25,000	75,000
Grand Opening Advertising	5,000	5,000
Additional Marketing Funds- 3 Months	2,100	2,100
Travel/ Living Expenses while Training	0	6,500
Technology Fee's	400	400
Additional Funds - 3 Months	10,000	35,000
Estimated Initial Investment	126,400	272,200



Our Future Franchisees...

Have an entrepreneurial spirit and a passion for leading an active, healthy lifestyle.

Are self-motivated with the ability to lead a team following our proven operational model

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 & Nutrition® products

Meet financial requirements of:

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

Be Excited to build their future with a Smart Drinks & Nutrition Franchise today!



Invested In Your Success

Smart Drinks & Nutrition® franchisees benefit from complete staff training, ongoing support programs and innovative technology platforms that have been developed to provide accurate product knowledge ensuring a great customer experience selling smoothies, supplements, nutrition, and weight loss items, as well as:

- Brand and Trademark
- Recognition Proven Operating System
- Comprehensive Initial and Ongoing Training
- Marketing and Digital Marketing Support
- Experienced Leadership
- Site Selection Assistance
- Modern Store Layout & Design
- Turnkey Mobile Food Truck Retrofit
- Uses Most Current Tech Available for Point of Sale and Integrated Branded App



NEXT STEPS

1- Let's Get to Know Each Other

Complete a personal profile and qualifying questionnaire on our website: 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 Smart Drinks Request for Consideration

3. Learn about the Future as a Franchisee

Receive and review the Smart Drinks and Nutrition 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, See Smart Drinks in action and discuss territory strategies,