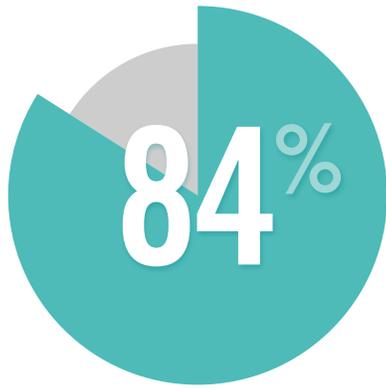


IS YOUR BEVERAGE PROGRAM ON TREND OR OFF TREND?



84% of customers 18-25 (Millennials) want to see *more* fast food restaurants offer **smoothies**

Source: Smart Chain



Blended drinks such as *frappes and smoothies* are increasingly big sellers in warmer summer months

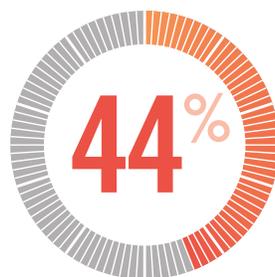
Smoothie sales grew by **166% to reach \$790 million** in 2014

Source: Mintel



76% of consumers say they are more likely to visit a restaurant that offers **healthful options**

Source: National Restaurant Association's 2015 Restaurant Industry Forecast



44% of consumers call for **healthier beverages** at restaurants

Source: Technomic



Vegetables in beverages are one of the **top 10 consumer trends** to watch for

Source: Datamonitor



THE SOLUTION TO BEING ON TREND AND IN THE GREEN?

Dr. Smoothie Brands®...your healthy solution to beverage profits and repeat customer visits.

ORGANIC • 100% FRUIT • SHELF STABLE • HEALTHY HALO • BETTER-FOR-YOU

Dr. Smoothie Brands® has been the trend-setting healthy beverage provider for decades. Call now to find out how our beverage program will increase the positive customer perception and bottom line performance of your company.

CASE STUDY

Client Problem:

This well-established regional chain is a legacy brand in their local communities. Known for burgers, shakes, and fried items, their franchisees have been reluctant to offer healthy menu options. Innovative, on-trend chain concepts continue to move into their area and take market share.

Situation Analysis:

The chain's HQ needed a way of proving to the franchisees-at-large that consumer needs are shifting and healthy, on-trend menu items can be profitable and easily executed.

Solution:

With Dr. Smoothie's support, customer developed powerful point-of-sale materials and tested smoothies with their five most innovative and influential franchisees for 30 days. Guests were overwhelmingly enthusiastic and the test was a success. The original franchisees became advocates for the new smoothie program and offered testimonials based on their own experiences.

Results:

Program continues to expand. Sales remain strong. Customer's brand is enjoying its new "healthy halo".

BEVERAGE SOLUTION

Increase your profitable specialty beverage sales with Dr. Smoothie Brands® Smoothies, Frappes and Add-ins.

Meet the demand for specialty beverages and watch your annual profits grow.

- Clean label – Nothing artificial
- Made with only authentic ingredients
- Customizable beverage programs
- Distinctive "Destination" beverages

For More Information Contact:

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ON-NFL: Bev Simmons bev@gerhardscanada.com 403-923-4943

TESTIMONIALS

100% Crushed® smoothies are a great success. Guests love it; they taste great and are the perfect addition to our store. The smoothies have sold beyond our expectations.

Joe R., Healthy Grocery Store Chain,
Lakewood, CA

We have been using Cafe Essentials® products in our coffee shop for seven years. The quality of the product is unmatched by competitors.

The products are so versatile and taste delicious served hot, iced or blended.

Laura G., Coffee Shop Chain
Owner, American Fork, Utah

Our business has increased by 37% with the addition of the Organic products by Dr. Smoothie®. Customers seek us out.

Bill V., Specialty Retail Business
Owner, South Padre Island, TX

Dr. Smoothie
BRANDS

GERHARDS
IMPORTERS CANADA LTD