



tropical
SMOOTHIE
CAFE®
FRANCHISE OPPORTUNITY

The Passion-Powered Franchise Opportunity.



Powerful Performance.

We've wrapped a whole lot of goodness up into our Cafes.



Delicious smoothies
and boldly flavored food



Lower development costs
with a simplified kitchen,
no hoods or fryers



A restaurant experience
that's fresh and friendly
with a tropical vibe



Multiple Revenue Streams:
Dine-in, Drive-thru, Catering,
Delivery, Curbside Pickup



60/40
SMOOTHIE-TO-FOOD
MENU MIX

A SMOOTHIE AND FOOD MENU FOR
ALL DAYPARTS HELPS DRIVE UP
YOUR AVERAGE TICKET.



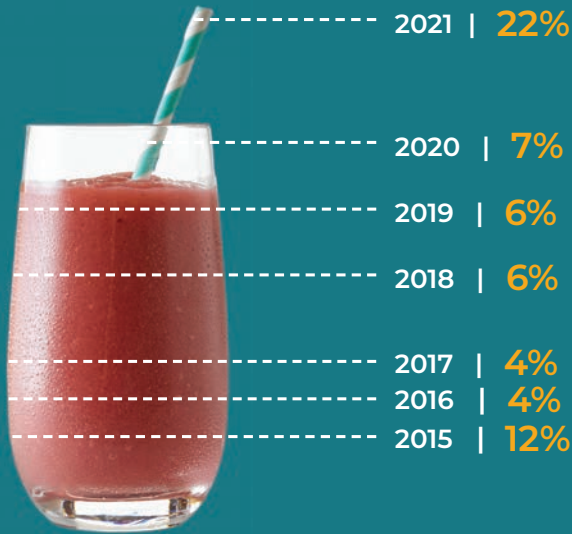
One of our
top priorities
is driving sales.

\$1,009,803
SYSTEMWIDE AVERAGE
NET REVENUES*

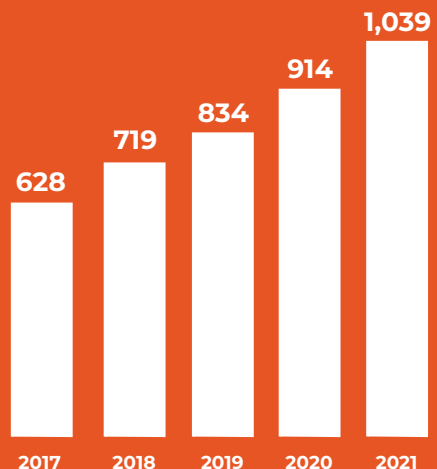
Drink it in. These are impressive year-over-year results.

Our numbers are as appealing as our smoothies and food.

Same Store Sales Growth



We're moving forward with smart, deliberate growth.



Open Cafes

Passionate People.

Talk to our Franchise Owners, our menu developers, our Support Team, and more, and you'll see people devoted to helping others live better in every aspect of their lives.



“As small business owners that are part of the community, we create a tremendous opportunity for young people by teaching them a healthy lifestyle and skills they can use at work, at school, and beyond.”

DENNIS & NICOLE DRAKE, MULTI-UNIT FRANCHISE OWNERS





“We didn’t just join a great brand. We joined a family. And, we absolutely love it!”

MULTI-UNIT
FRANCHISE OWNER
TOYA EVANS AND
HER DAUGHTERS

Join the franchise opportunity that’s getting lots of buzz.



2022 Franchise 500, Ranked #10 overall, #1 in Category



2022 Top Franchise for Franchisee Satisfaction



2022 Fast & Serious Smartest Growing Brands, Ranked #11



TOPSCORE Fund Award, FUND Score 910, Most Lender-Friendly Restaurant Franchise



Put it all together and we're not just one of the fastest-growing fast-casual franchises ...

We're everyone's happy place.



Our Franchise Owners live our values every day.



**RELATIONSHIPS
RULE**

People
Drive Us



**THINK
BIGGER**

Innovative
Describes Us



**ALL
IN**

Grit
Differentiates Us



**HIGH
FIVE**

Fun
Defines Us

Every day, we're making Tropical Smoothie Cafe an opportunity you'll love.

Our commitment to Franchise Owners:



**COMMUNICATE
FREQUENTLY**



**DRIVE
PROFITABILITY**



**DEMONSTRATE
WE CARE**

Do you have what it takes?

Qualified candidates should have:

- An understanding of our brand culture and franchise business model
- Business experience (restaurant experience preferred but not required)
- A minimum net worth of \$350,000, which includes \$125,000 in liquid assets

Investment and fee structure:

Start-up fees:

A new Cafe investment is between \$277,000 and \$584,000**. The average investment is approximately \$400,000, costs vary by location.

Ongoing fees:

- 6% Royalty Fee per Cafe
- 3-4% National Marketing Fee per Cafe
- 2% Local Advertising Cooperative Contribution

Need financing? Ask about our preferred providers.

Shouldn't your next investment be one that truly makes a difference?



\$8M+

Donated during our partnership



300K+

Donated Smoothies to First Responders

Have a passion to make a difference in your community? Franchise with us.

TROPICALSMOOTHIEFRANCHISE.COM | 770-282-1150

*\$1,009,803 System Wide Average Net Revenues. Based on our fiscal year ending 12/26/2021 and includes 768 Restaurants that were open for at least 12 months as of 12/26/2021. Excludes non-traditional locations and Restaurants that were not open for at least 357 days in 2021. This information appears in Item 19 of our Franchise Disclosure Document. Your results may differ. There is no assurance that you will do as well.

**The range is based on estimated costs for End-Cap or In-Line Tropical Smoothie Cafe Restaurants, which include those located in or at "strip style" retail shopping centers but does not include drive-thrus. For the fiscal year 2021, these End-Cap and In-Line Tropical Smoothie Cafe Restaurants typically ranged in size from 1,200 to 1,900 square feet. If your Franchised Business includes a drive-thru, the additional expense (including the cost of leasehold improvements, restaurant fixtures and equipment, and other costs) would be approximately \$35,000 to \$45,000. See Franchise Disclosure Document for additional information regarding investment costs.

This information is not intended as an offer to sell or the solicitation of an offer to buy a franchise. It is for information purposes only. The offering is by prospectus only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota (File No. F-9894), New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. New York State Disclaimer: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. CALIFORNIA DISCLAIMER: THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

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