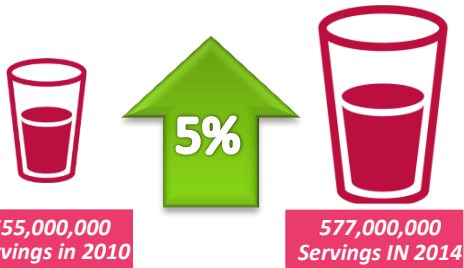


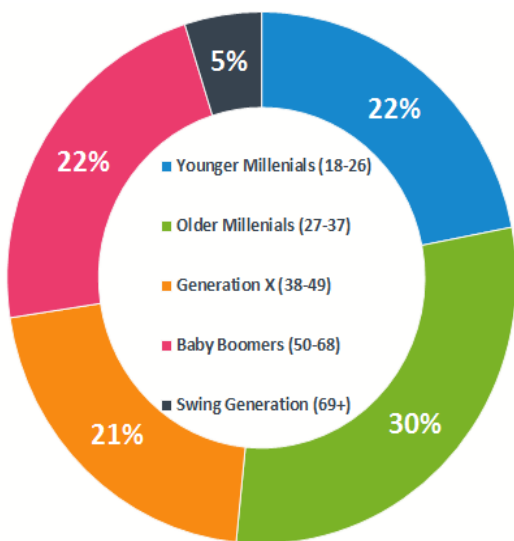
Smoothies add wholesomeness and functionality to your operation



Smoothie Servings are Growing in Food Service¹



Over 50% of smoothies are consumed by Millennials²

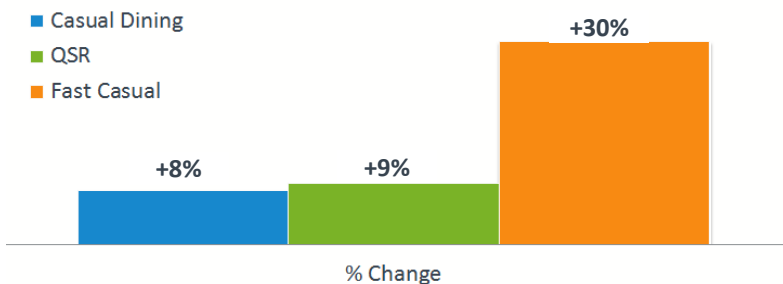


Smoothie Customization Helps Drive Popularity²

Top Customization Options

- 1 Ice Cream
- 2 Vitamins
- 3 Chocolate
- 4 Protein
- 5 Fiber

Smoothie Menu Incidence is Growing in Away From Home Channels in 2015²



Top Reasons for Smoothie Consumption²

Top Reasons for Smoothie Consumption

- 1 They are **refreshing**
- 2 For **energy/pick me up**
- 3 They **fill me up**
- 4 When I need a **snack**

Top Health-Related Reasons for Smoothie Consumption

- 1 For **energy/pick me up**
- 2 They are good for my **immune system**
- 3 They provide **vitamins and nutrients**
- 4 Its the best way for me to eat **more fruits/vegetables**

SMOOTHIE INSIGHTS AND IMPLICATIONS

Smoothie consumption is growing

- ✓ Grow your menu relevance with Millennials by offering smoothies
- ✓ Leverage smoothie popularity in commercial setting to remain relevant with patrons

Smoothies deliver Wholesomeness and Variety that meets patron needs

- ✓ Highlight wholesomeness and better for you snacking benefits of smoothies to patrons who are seeking a refreshing pick me up
- ✓ Offer multiple flavors to satisfy need for variety of offerings and monitor seasonality of offerings