

# Smoothies



OPERATING  
STANDARDS

## Why offer Smoothies?

- Smoothies compete with the street. Fruit and coffee based blended beverages are being offered at Tim Hortons and MacDonalds
- The smoothie trend is increasing year over year; with nearly 21,000,000 being sold in Canada last year (2010)
- Expands our premium cold beverage offering
- Addresses gaps in our healthier options.
- Potential mid morning and mid afternoon healthy snacking option.

## How to offer the Smoothie Program:

### **Option #1: Made to Order Fruit Smoothies**

- Display frozen fruit in chop chop boxes on ice or in cold well. Choose from the frozen varieties available on your MOG, which may include strawberries, mango, raspberries, blueberries, mango or peaches. Fresh bananas should also be offered.
- Fruit should be colour blocked and containers kept full and abundant for eye appeal. Temperature must be maintained to a maximum of 4°C. Ensure that the display is properly covered with a sneeze guard or other appropriate covering.
- Display yogurt in a pre-chilled angled thermal bowl.
- Juices to be held in pitchers (minimum 1 variety).
- Fresh bananas placed in a basket (refrigeration not required).
- Customers can order a custom smoothie from the fruit, juice and yogurt offered or there are also standard recipes for [Mixed Berry and Yogurt Smoothie](#) and a [Mango Blueberry and yogurt smoothie](#). There are also non dairy options for the [Mixed Berry Smoothie](#) and the [Mango Blueberry](#) which do not contain yogurt. **Use the advanced search function on smart and search for recipe names smoothie for all options.**
- Above recipes include instructions and quantities that can be followed for custom smoothie orders.
- If customers order smoothies with more or less than two varieties of fruit, the total portion of fruit in the recipe should remain the same, whether divided between 1, 2 ,3 or more fruits.
- Prepared smoothies are poured into 12 fl oz or 16 fl oz clear cups with lid and straw.
- Ensure that the blender is cleaned and sanitized between use



**NOTE: There should be a separate serving utensil in each container**



## Option #2: Grab and Go option

- Prepare smoothies as per standard recipe.
  - [Mixed Berry and Yogurt Smoothie](#)
  - [Mango Blueberry and yogurt smoothie](#)
  - [Mixed Berry Smoothie](#) (non dairy)
  - [Mango Blueberry Smoothie](#) (non dairy)
- All fruit smoothies should include fresh bananas as it helps to emulsify the smoothie and it will not separate.
- Merchandise in a pre-chilled large thermal bowl or fish poacher on ice
- Display signage and include your unit level pricing
- Display product in this manner for a maximum time of 2 hours, discard any unsold items properly.



Note: The product needs to be kept at 4°C or less, ensure there is sufficient contact with the ice

## Optional Coffee Smoothie Program:

### Made to Order

- Prepare instant coffee as per recipe instructions. Add sugar to hot coffee so it dissolves.
- Chill coffee and display in clear 60 fl oz (1.8 L) pitcher.
- Blend coffee, 2% milk and ice in blender until smooth.
- Offer whipped topping and drizzles as per customer's requests.

### Grab and Go Option

- Prepare coffee smoothies as per standard recipes
  - [Coffee Smoothie](#)
- Merchandise in a pre-chilled large thermal bowl or fish poacher on ice
- Coffee smoothies will naturally separate.
- Display signage and include your unit level pricing
- Display product in this manner for a maximum time of 2 hours, discard any unsold items properly.



Note: The product needs to be kept at 4°C or less, ensure there is sufficient contact with the ice

## Small Wares and Equipment

Codes, prices and descriptions based on Longo Foodservice Equipment products.

Item Number	Item Description	QTY	Price
NE-HBE-HBH45OR	Tango Blender with pulse, 2 speed	1	\$330.00 each
SW VOL 47652	Angled bowl DBL wall insulated 3.7 QT	2	\$47.73 each
SW-KET 6x4	Chop Chop boxes 6" x 6" x 4" plexi	6	\$15.13 each
SW BRO 746107	Measuring cup set 4 pc s/s	4	\$5.26
SW RUB 3338	Bouncer Pitcher Clear 60oz	2	\$6.25
SW BRO 57536	Tongs 7" H/D S/S	6	\$3.36 each
<b>Total</b>			<b>\$569.94</b>

**Didn't budget for the equipment cost? Do you think you can sell 5 a day?**

- Consider this; since your gross margin on a 12oz yogurt smoothie is \$2.00, you only need to sell 285 (or 5 per day for 12 weeks) to break even on the \$569 investment!

**Sales Target:**

If your unit can commit to selling 6 smoothies per day for 12 weeks at \$3.29, you will have the initial equipment paid off and will have made a profit of \$720.00 while increasing your sales by \$1184.40

(based on a sale price of \$3.29 and a margin of \$2.00 per smoothie)

**Launching and Promoting your smoothie program**

- Sample your smoothies during the first week you launch to get your customers familiar with the program
- Set up an interruption table with grab and go smoothies
- Advertise your smoothie program in your cafe news board with your unit level pricing
- Post the POS on your website and post the launch date on your promotions calendar
- Offer smoothies as an add on at breakfast, lunch or as a bundle during snacking dayparts (i.e. ReCharge, [click here](#) for managers guide)

## Pricing and Margin

Varieties Available	Average Cost	Suggested Sell Price	Gross Margin
<b>12oz Fruit Smoothie (non dairy)</b>	<b>\$0.82</b>	<b>\$2.29</b>	<b>\$1.97</b>
<b>16oz Fruit Smoothie (non dairy)</b>	<b>\$1.18</b>	<b>\$3.59</b>	<b>\$2.41</b>
<b>12oz Fruit and Yogurt Smoothie</b>	<b>\$1.36</b>	<b>\$3.49</b>	<b>\$2.13</b>
<b>16 oz Fruit and Yogurt Smoothie</b>	<b>\$1.83</b>	<b>\$4.29</b>	<b>\$2.46</b>
<b>12oz Coffee Smoothie</b> Includes Whipped Cream	<b>\$ 0.34</b>	<b>\$2.29</b>	<b>\$1.95</b>
<b>16oz Coffee Smoothie</b> Includes Whipped Cream	<b>\$ 0.45</b>	<b>\$2.69</b>	<b>\$2.24</b>

SMOOTHIE MARKET BASKET						
Fruit Smoothies	Tim Hortons	Dairy Queen	Yogen Fruz	Booster Juice	Freshly Squeezed	AVG
10 oz with Yogurt	\$2.69					\$2.69
14 oz with Yogurt	\$3.59					\$3.59
18 oz with Yogurt	\$4.39					\$4.39
12 oz		\$3.39	\$3.75	\$3.60	\$3.99	\$3.68
16 oz		\$4.39	\$4.65		\$4.99	\$4.68
20 oz		\$5.39	\$5.25		\$5.99	\$5.54
24 oz				\$5.85		\$5.85
Coffee Smoothies	Tim Hortons	Dairy Queen	Yogen Fruz	Booster Juice	Freshly Squeezed	AVG
10oz	\$1.89					1.89
14oz	\$2.49					2.49
18oz	\$3.09					3.09
Coffee Smoothie Supreme (with whipped topping)	Tim Hortons	Dairy Queen	Yogen Fruz	Booster Juice	Freshly Squeezed	AVG
10oz	\$2.59					\$2.59
14oz	\$3.19					\$3.19
18oz	\$3.79					\$3.79

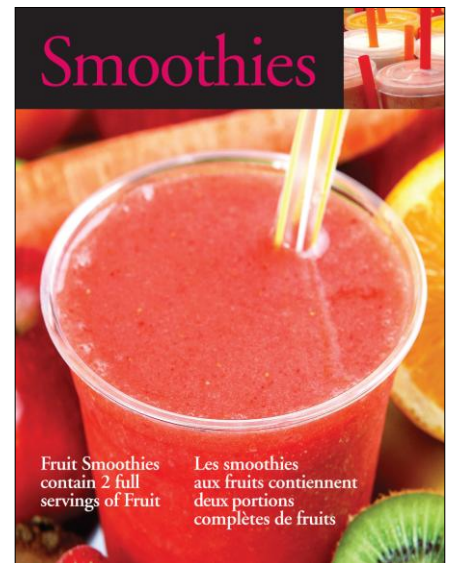
**Signage Options:** 8 ½ x 11 flyers and 11 x 17 counter cards



**Coffee Smoothie**



**Fruit & Yogurt Smoothie**



**Fruit Smoothie**

- 8 ½ x 11 flyers printed at the unit level available on Summer Setting the Table
- 11 x 17 counter cards – available through e-print one, [click here](#) for order form

**Signage Options:** Station Signage



**Available in:**

- Magnetic profiles north station signage. Available to order from Impulse. [Click here to order.](#)
- Hanging sintra station signage 38" x 12" available to order from Eprint, [click here](#) for order form