



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 INCREASE
YOUR AVERAGE TICKET.



One of our
top priorities
is driving sales.

\$1,248,276
AUV FOR TOP 50%
OF CAFES*

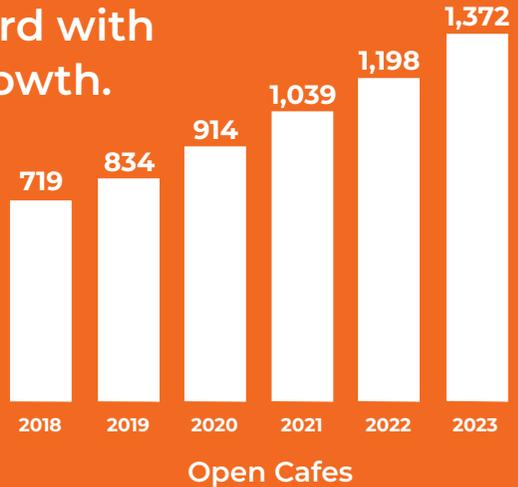
Drink it in. These are impressive year-over-year results.

Our numbers are as appealing as our smoothies and food.

We're moving forward with smart, deliberate growth.

12

CONSECUTIVE YEARS OF
POSITIVE SAME-STORE
SALES GROWTH



The footprint, volume and economics make Tropical Smoothie Cafe an attractive brand you can develop quickly."

ROGER WAGNER
Multi-Unit Franchise Owner

Passionate People.

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



“Tropical Smoothie Cafe has the best support team. It’s like a family business.”

HANI HALLOUN
Multi-Unit Franchise Owner





Every day I look forward to building relationships with our guests and providing them with food that tastes amazing."

HOWARD RAPHAEL
Multi-Unit Franchise Owner

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



2024 Franchise 500
Ranked #1 in Smoothie/Juice category
for 4 consecutive years



2024 Franchise 500
Ranked #13,
Ranked for 11 consecutive years



2024 Franchise Times Fast & Serious
Ranked #33,
Ranked for 11 consecutive years



Scan for Franchise News
that Inspires Better®



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**

Innovation 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 \$400,000, which includes \$175,000 in liquid assets

Investment and fee structure:

Start-up fees:

- A new Cafe investment is between \$300,000 - \$720,500[‡]. The average investment is approximately \$500,000[‡], costs vary by location.
- Franchise fee (included in initial investment estimate):
 - First cafe: \$35,000
 - Additional cafes: \$25,000
 - Veterans: \$17,500

Ongoing fees:

- 6% Royalty Fee per Cafe
- 5-6% National Marketing Fee per Cafe

Need financing?

Ask about our preferred providers.

[‡] The average investment does not reflect tenant improvement allowance. For 2023, the average tenant improvement allowance was \$43,500.

Mission: To be the most beloved restaurant brand by sharing the fun and craveability of the tropics.

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



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*\$1,248,276 Top 50% Average Net Revenues. *\$979,491 System Wide Average Net Revenues. Based on our fiscal year ending 12/31/2023 and includes 1,151 Restaurants that were open for at least 12 months as of 12/31/2023. Excludes non-traditional locations and Restaurants that were not open for at least 357 days in 2023. 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 initial investment range is \$300,000-\$720,500. 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-thru Restaurants. For fiscal year 2023, 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 improvement, restaurant fixtures and equipment, and other costs) would be approximately \$35,000 to \$55,000. See Franchise Disclosure Document for additional information regarding investment costs. The average investment does not reflect tenant improvement allowance. For 2023, the average tenant improvement allowance was \$43,500.

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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CAFE[®]
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