



# 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.

**\$1,282,144**  
AUV FOR TOP 50%  
OF CAFES\*

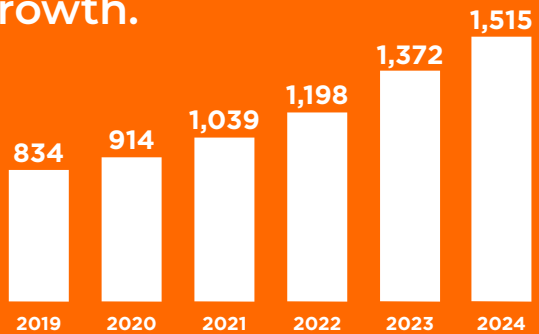
# Drink it in. These are impressive year-over-year results.

Our numbers are as appealing as our smoothies and food.

We're moving forward with smart, deliberate growth.

**13**

CONSECUTIVE YEARS OF  
POSITIVE SAME-STORE  
SALES GROWTH



Open Cafes



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.



### 2025 Franchise 500

Ranked #1 in Smoothie/Juice category for 5 consecutive years



### 2025 Franchise 500

Ranked #18,  
Ranked for 12 consecutive years



### 2025 Franchise Times Fast & Serious

Ranked #36,  
Ranked for 12 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 \$340,750 - \$814,500<sup>†</sup>.  
The average investment is approximately \$550,000<sup>†</sup>, costs vary by location. Drive-thru locations have an additional expense of approximately \$40,000 to \$60,000.
- 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.

<sup>††</sup> The average investment does not reflect tenant improvement allowance.  
For 2024, the average tenant improvement allowance was \$43,000.

**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.**



**TROPICALSMOOTHIEFRANCHISE.COM | 770-580-2333**

\*\$1,282,144 Top 50% Average Net Revenues, with 249 of 634 (39% of the top 50%) Restaurants attaining or surpassing this figure. \$1,005,063 System Wide Average Net Revenues, with 562 of 1,268 (44%) Restaurants attaining or surpassing this figure. Based on our fiscal year ending 12/29/2024 and includes 1,268 restaurants (including one company-owned restaurant) that were open for at least 12 months as of 12/29/2024. Excludes non-traditional locations and restaurants that were not open for at least 357 days in 2024. 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 \$340,750 - \$814,500. The amounts provided in this table are based on estimated costs for End-Cap or In-Line Tropical Smoothie Cafe Restaurants, which includes those located in or at "strip style" retail shopping centers but does not include drive-thrus. For the fiscal year 2024, 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, software and hardware related to drive-thru technology, and other costs) would be approximately \$40,000 to \$60,000. 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-11356), 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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**tropical**  
**SMOOTHIE**  
**CAFE®**  
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