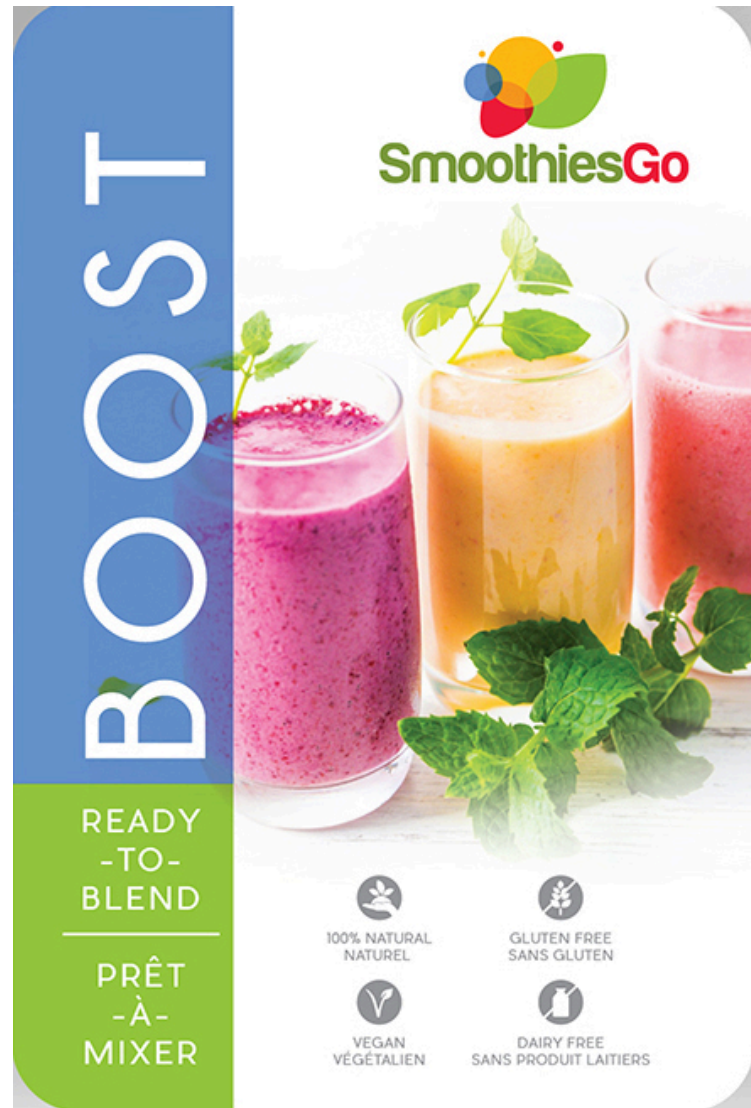


# SmoothiesGO Marketing Tool Kit

Andrew Battah and Andrea Chamandy

# Mock Up Label - Stock Photo



# Broad statements

- ▶ \*\*\*\*\*Feel good about yourself\*\*\*\*\*
- ▶ Eat with confidence!
- ▶ Feel great!
- ▶ Always healthy
- ▶ Honour yourself, nourish your body with whole foods
- ▶ Made with integrity
- ▶ No shortcuts
- ▶ Made with love
- ▶ Truly raw
- ▶ Great for you
- ▶ Get your energy
- ▶ Get your fill/ Get your fiber
- ▶ Only whole fruits, veggies, nuts and seeds...nothing else!
- ▶ No added sugar
- ▶ Made with whole food, frozen at peak ripeness.
- ▶ No purees
- ▶ Loaded with nutrients, vitamins, antioxidants, fiber, and superfoods in every flavor
- ▶ Convenient
- ▶ Nutritious and delicious!
- ▶ Chaos-free - easy!
- ▶ Made in Quebec
- ▶ Broad spectrum of flavors to please every palette.
- ▶ Freshness at your doorstep!
- ▶ Vegan
- ▶ Gluten free
- ▶ Dairy free
- ▶ Clean eating
- ▶ Fuel your soul
- ▶ Ready to blend
- ▶ Takes only 60 seconds
- ▶ Save time, make time for the other important things
- ▶ No spoilage or wasted groceries
- ▶ Designed to make you eat healthy and make your life easy and stress free

# Broad statements

- ▶ Developed by a nutritionist so every smoothie is balanced and loaded with all kinds of health benefits
- ▶ made delicious by a chef
- ▶ We keep all the natural fibre that helps to keep you feeling full, longer than juicing will, and our smoothies will keep your blood sugar more stable than juicing will!
- ▶ We aspire to share our love for eating plenty fruits and vegetables every day
- ▶ We honor eating and living mindfully

# Happy Carrot Chia Walnut

- ▶ bananas
- ▶ carrots
- ▶ sweet potato
- ▶ dates
- ▶ walnuts
- ▶ fresh ginger
- ▶ chia seeds
- ▶ cinnamon
- ▶ lucuma
- ▶ Nutmeg
- ▶ Pulpy coconut milk

Rich in beta carotene,  
antioxidants, omega 3s, vitamin C,  
iron, fiber.

energy and blood cell production.

Tastes like a guilt free cold and  
delicious carrot cake that makes  
you feel great!

Playfully terrific  
Tastes like guilt free carrot cake

“a delicious smoothie that tastes  
like carrot cake and feels like  
victory. Packed with Vitamins A, C,  
Omega 3’s, antioxidants and fiber  
rich hydrating chia seeds, this  
blend will get you glowing in a way  
buttercream never could.” -  
copied off another person’s site...  
must be written in our own words.



# Early Riser or Rise and Shine

## Peaches Almonds Oats

- ▶ peaches
- ▶ bananas
- ▶ strawberries
- ▶ oats
- ▶ almonds
- ▶ Pulpy coconut milk
- ▶ flax seeds
- ▶ lucuma
- ▶ Pinch pink Himalayan salt

Satiating...  
Great for breakfast

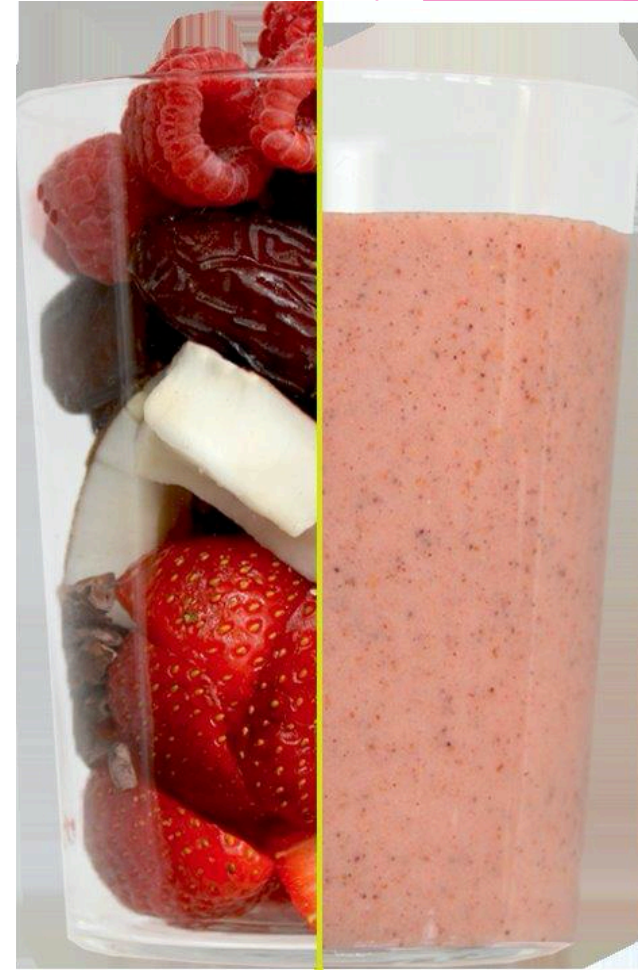
“Consider this blend the pick-me-up of all smoothies. It’s sweet, satisfying and will get you back on your feet in no time. Strawberry and peach give it its classic fruit flavor, and oats and flax seeds provide fiber to keep you full and happy all day.”



# Strawberry Shortcake

## Strawberries, Cashews, Cacao

- ▶ strawberries
- ▶ raspberries
- ▶ Dates
- ▶ cashews
- ▶ coconut milk
- ▶ cacao nibs
- ▶ lucuma
- ▶ Pinch Himalayan sea salt





# Cherry Acai Berry Berries, Cherries, Acai (and Kale, but you won't taste it!)

- ▶ bananas
- ▶ blueberries
- ▶ cherries
- ▶ raspberries
- ▶ kale
- ▶ dates
- ▶ Acai

“Fresh berries are *yet another* reason why we're always living for summer. But this multi-berry blend gives us that fresh-picked taste year round, with sweet cherries, blueberries, raspberries and a hearty dose of glow-inducing acai berries, for a smoothie high in antioxidants and Omega 3's. Plus, we've added some kale in for good measure — but trust us, you won't even notice it's there.”





# Blueberry Booster

- ▶ blueberries
- ▶ kale
- ▶ walnuts
- ▶ figs
- ▶ spinach
- ▶ ginger
- ▶ hemp

Blueberries are the show-offs of the fruit world. They're cute, perfectly tart and sweet, and above all, packed with antioxidants. So we let them show us what they're worth in this blend, which is loaded with powerful plant-based hemp protein, iron and B vitamins to make you feel strong. Paired with a dose of walnuts and golden figs, the smoothie's taste is akin to blueberry pie – but with alkalizing greens, protein power and superfoods in place of all the bad stuff, of course



# Pineapple Matcha Party

## ▶ Recipe

- ▶ pineapple
- ▶ kale
- ▶ lime
- ▶ coconut
- ▶ matcha
- ▶ lucuma

If you like piña coladas and getting caught in the rain, chances are you'll love this drink too. Filled with manganese- and Vitamin C-rich pineapple and fat-burning coconut plus a dose of green tea's power-cousin matcha, this blend will get you going in the morning in a way that *actually* getting caught in the rain never would.



# Joyful Tropical Green

- ▶ mango
- ▶ cucumber
- ▶ spinach
- ▶ lime
- ▶ coconut
- ▶ camu camu

Vitamin C wasn't just the singer of the most notorious graduation song to date. She's also the go-to cure when feeling under the weather or needing that extra umph. This immunity-boosting blend is packed with tons of it, thanks to the Camu Camu berry, which has 60 times more Vitamin C than an orange. Throw in some ultra-hydrating power from coconut water, fiber-rich greens and a mild mango flavor? You've got yourself nature's Rx.



# Green Queen

- ▶ cucumber
- ▶ kale
- ▶ celery
- ▶ avocado
- ▶ lemon
- ▶ spinach
- ▶ ginger
- ▶ ground chia
- ▶ matcha
- ▶ tumeric
- ▶ Pinch pink Himalaya salt
- ▶ Pinch cayenne



# Boost

## Dark Chocolate and Espresso

- ▶ espresso
- ▶ almonds
- ▶ bananas
- ▶ dates
- ▶ coconut milk
- ▶ shredded coconut
- ▶ cacao powder
- ▶ lucuma
- ▶ pink Himalayan salt

Do you drink coffee before or after breakfast? Or even worse, coffee instead of breakfast? We'd rather do both in one fell swoop — cue our almond cold brew energizer. We've mixed our housemade organic and low-acid cold brew coffee with raw almond butter for a dose of heart-healthy fat, then topped it off with green coffee for an energy and metabolism boost that will get you through the day (and all the way to happy hour).





# Yum!

## Chocolate Blueberry

- ▶ blueberries
- ▶ banana
- ▶ kale
- ▶ spinach
- ▶ dates
- ▶ almonds
- ▶ cacao
- ▶ maca
- ▶ lucuma
- ▶ Himalayan salt

Looking for a lover who won't let you down? This dark chocolatey blend will leave you satisfied and nourished — every time. Filled with banana for energy-boosting potassium, raw almonds for fiber, and spinach and kale for bone-strengthening Vitamin K, this cacao- and blueberry-based blend is also spiked with Maca for added endurance, meaning you'll be ready for round two in no time.





# Very Merry Berry

- ▶ strawberries
- ▶ raspberries
- ▶ blueberries
- ▶ almonds
- ▶ pulpy coconut milk
- ▶ camu camu
- ▶ chia
- ▶ acerelo
- ▶ lucuma

# Cacao Pow Wow!

- ▶ zucchini
- ▶ avocado
- ▶ pumpkin seeds
- ▶ dates
- ▶ cacao nibs
- ▶ shredded coconut
- ▶ hemp
- ▶ lucuma
- ▶ coconut milk



# Easy Being Green

## Apple and Greens

- ▶ Kale
- ▶ spinach
- ▶ cucumber
- ▶ celery
- ▶ apples
- ▶ ginger
- ▶ lemon
- ▶ tumeric

In New York and LA, drinking green might as well be an accessory. But we'll take it — when it costs less than a Birkin and comes with far more health benefits. Our classic blend is filled with dark leafy greens for detoxification, citrus for alkalinity, celery for hydration and balance, and turmeric and ginger for circulation and anti-inflammation.

