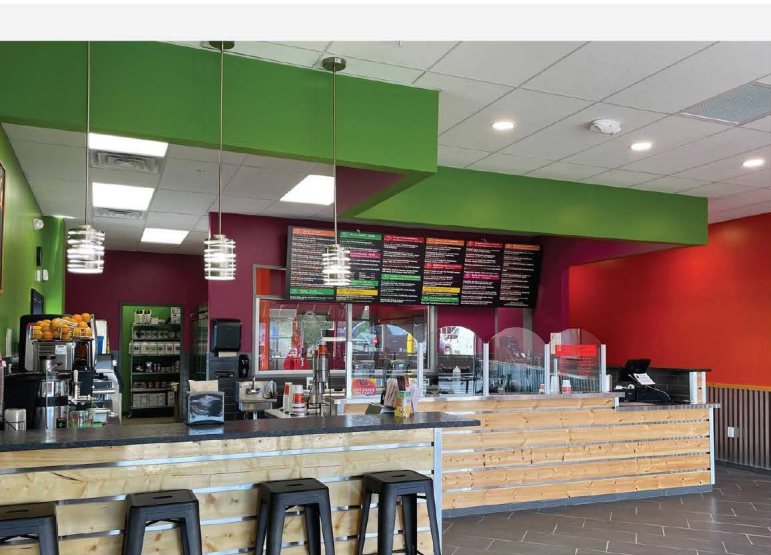




JUICE AND SMOOTHIE BAR

Ready to
**OPEN A PULP IN
YOUR COMMUNITY?**



At Pulp, we're not like the 'big-boy' franchisors. We take pride in being selective about who we work with, and that's why our stores thrive. From one humble location to over 65 in just a few short years, we're expanding with the right partners!



People who share our passion for Pulp smoothies, healthy eats, and partnering with a business that brings joy to the community, the Pulp way.



JUICE AND SMOOTHIE BAR

REAL FRUIT
REAL VEGGIES
REAL GOOD!

**30+ REAL FRUIT SMOOTHIES
TO CHOOSE FROM**

**BOWLS & WRAPS FRESH,
DELICIOUS AND NUTRITIOUS**



Get Started with Pulp

Store Support Team: Pulp pro's that are here for your bar every step of the way. From lease signing to serving your first customer, we are in your pocket for the whole journey.

Brand Marketing Support: A team of passionate Pulp customers and former employees, teamed up to create brand campaigns that pack the perfect punch, driving traffic and awareness in small and big towns.

Fun Place to Own!

We have created a cool place to work brand where young, high energy Pulp fans LOVE to work. Our customers love our bars and we make it easy to find and keep amazing team members!



meet OUR FOUNDER



WE'RE ALL ABOUT
REAL FRUIT, REAL
VEGGIES AND NO
ADDED SUGAR!

Founded in 2005 by Thom Knepp in Kent, Ohio, Pulp was born from his dream of offering a quick, healthy meal that's both delicious and perfect for busy lives. After exploring smoothie shops across the country, Thom created his own concept, blending fresh ingredients, no added sugar, and a vibrant atmosphere.

Today, Pulp is more than a smoothie bar; it's a community hub for healthy, tasty meals on the go.

OUR JOURNEY

2005

Founded in Kent Ohio

2016

First Out of State Pulp
Opens in Rockhill, SC

2024

62 Locations and Growing

2007

First Franchise Opened in
Macedonia, OH

2021

Made it to the TOP 500

2025

20 years of Pulp!
Projected to hit 85
stores in 2026

Looking to bring a Pulp to your Town?

This past year, PULP exceeded sales of \$40 million, and continues to grow as new owners start their journey with Pulp Juice and Smoothie Bar.

our MENU

CLASSIC SMOOTHIES

KIDS \$5.50 REGULAR \$6.50 LARGE \$8.50

THE STRAWBERRY BANANA 320 cal
STRAWBERRY JUICE, PINEAPPLE JUICE,
STRAWBERRIES, BANANAS, YOGURT

BLUEBERRY DREAM 310 cal
APPLE JUICE, STRAWBERRY JUICE,
BLUEBERRIES, BANANAS, ORANGE
SHERBET

RASPBERRY HARMONY 310 cal
APPLE JUICE, RASPBERRIES,
BANANAS, RASPBERRY SHERBET

ANNA BANANA 410 cal
GUAVA JUICE, PINEAPPLE JUICE,
BANANAS, HONEY, YOGURT

CRANBERRY FIX 310 cal
CRANBERRY JUICE, BLUEBERRIES,
STRAWBERRIES, BANANAS,
RASPBERRY SHERBET, YOGURT

PEACH BEACH 310 cal
APPLE JUICE, PEACHES, BANANAS,
ORANGE SHERBET, YOGURT

PULP SWIRL 290 cal
APPLE JUICE, BLUEBERRIES, PEACHES,
ORANGE SHERBET, RASPBERRY
SHERBET

STRAWBERRY EXTREME 290 cal
STRAWBERRY JUICE, STRAWBERRIES,
PINEAPPLE SORBET, YOGURT

THREE BERRY 290 cal
STRAWBERRY JUICE, STRAWBERRIES,
BLUEBERRIES, RASPBERRIES,
RASPBERRY SHERBET



TROPICAL SMOOTHIES

KIDS \$5.50 REGULAR \$6.50 LARGE \$8.50

ELITE EIGHT 290 cal
STRAWBERRY JUICE, PINEAPPLE JUICE,
STRAWBERRIES, PEACHES, MANGO,
ORANGE SHERBET

PULP-COOLADA 400 cal
PINEAPPLE JUICE, BANANAS,
COCONUT, PINEAPPLE SORBET

PULP PASSION 290 cal
PASSIONFRUIT-MANGO JUICE,
PINEAPPLE JUICE, STRAWBERRIES,
PEACHES, MANGO, ORANGE SHERBET

MANGO TANGO 310 cal
PASSIONFRUIT-MANGO JUICE,
MANGO, ORANGE SHERBET

ISLAND CRUISER 320 cal
PASSIONFRUIT-MANGO JUICE,
BANANAS, MANGO, ORANGE SHERBET

TROPICAL BLAST 320 cal
PASSIONFRUIT-MANGO JUICE,
PINEAPPLE JUICE, STRAWBERRIES,
BANANAS, ORANGE SHERBET,
PINEAPPLE SORBET

PREMIUM BLENDS

16oz \$7.75 24oz \$9.25

SPIRULINA SPIRAL 400 cal
PREMIUM BLUE SPIRULINA SORBET,
PINEAPPLE JUICE, MANGOS, PEACHES,
BANANAS

THE PINK DRAGON 390 cal
DRAGONFRUIT, STRAWBERRY JUICE,
MANGOS, YOGURT, PINEAPPLE
SORBET, LEMON SQUEEZE, CHIA SEEDS

STRAWBERRY BASIL W/CHIA 310 cal
STRAWBERRY AND GUAVA JUICES,
STRAWBERRIES, LIME SQUEEZE, FRESH
BASIL, CHIA SEEDS

ORANGE GINGER ELIXIR 310 cal
FRESHLY-SQUEEZED ORANGE, CARROT,
GINGER & LEMON, PINEAPPLE SORBET,
MANGOS, TURMERIC

SMOOTH AVOCADO 540 cal
HAAS AVOCADO, FRESH SQUEEZED
ORANGE JUICE, MANGOS, BANANAS,
LIME SQUEEZE, PINEAPPLE SORBET,
HONEY, KALE

ULTIMATE AÇAI 430 cal
PREMIUM ORGANIC AÇAI,
STRAWBERRY JUICE, MANGOS,
BLUEBERRIES, YOGURT, CHIA SEEDS



VEGGIE 'N' GREENS

KIDS \$7.00 REGULAR \$8.25 LARGE \$9.75

KALE KA-POW 300 cal
PINEAPPLE JUICE, KALE, MANGOS,
STRAWBERRIES, PINEAPPLE SORBET,
WITH OUR GREENS BLEND*

MATCHA MATCH 350 cal
ALMOND MILK, MATCHA GREEN TEA,
KALE, BANANAS, YOGURT, WITH OUR
GREENS BLEND*

*GREENS BLEND INCLUDES FLAXSEED, ALFALFA, BARLEY GRASS, WHEATGRASS, SPIRULINA & CHLORELLA

CAROTY CHOP 320 cal
FRESH SQUEEZED ORANGE JUICE,
CARROT, MANGOS, PEACHES,
YOGURT

BEEF BADA-BOOM 240 cal
STRAWBERRY JUICE, BEET,
STRAWBERRIES, BLUEBERRIES

PULP
TUMBLER
\$15



**GET 10%
OFF EVERY
REFILL!**

Double Insulated walls keep
your smoothie colder, longer!

our MENU

CITRUS SMOOTHIES

KIDS \$6.00 REGULAR \$7.00 LARGE \$9.00

ORANGE CHILL 310 cal
FRESHLY-SQUEEZED ORANGE JUICE,
BANANAS, MANGO, PEACHES,
ORANGE SHERBET, YOGURT

SAMMA JAMMA 310 cal
FRESHLY-SQUEEZED ORANGE JUICE,
STRAWBERRIES, BANANAS, ORANGE
SHERBET, YOGURT

CITRUS BERRY 300 cal
FRESHLY-SQUEEZED ORANGE &
CRANBERRY JUICE(S), STRAWBERRIES,
BLUEBERRIES, RASPBERRIES, RASPBERRY
SHERBET, YOGURT

SUPER SMOOTHIES

KIDS \$6.00 REGULAR \$7.00 LARGE \$9.00

GUAVA BURNER 320 cal
GUAVA JUICE, MANGO, STRAWBERRIES,
BANANAS, ORANGE SHERBET WITH FAT
BURNER & FIBER BLEND ENHANCERS

PROTEIN PACKER 540 cal
SOY MILK*, PEANUT BUTTER,
CHOCOLATE, BANANAS, YOGURT
WITH WHEY & SOY PROTEIN
(40 GRAMS OF PROTEIN)

GREEN TEA 290 cal
PREMIUM MATCHA GREEN TEA, SOY MILK*, YOGURT
*SUBSTITUTE SOY MILK FOR
ALMOND OR OAT MILK FOR \$.50

HANGOVER RELIEF 340 cal
APPLE JUICE, PEACHES, BANANAS,
ORANGE SHERBET, ENERGY &
HANGOVER RELIEF ENHANCERS

CRAM SESSION 340 cal
FRESHLY-SQUEEZED ORANGE JUICE,
BANANAS, STRAWBERRIES, PEACHES,
ORANGE SHERBET, YOGURT WITH
ENERGY & SMART BLEND
ENHANCERS

RED BULL SMOOTHIES

REGULAR \$8.00 LARGE \$9.50

MANGO BOMB 270 cal | SF 160 cal
RED BULL*, SPLASH OF MANGO JUICE,
MANGO, PEACHES, ORANGE SHERBET

PULP FUSION 280 cal | SF 170 cal
RED BULL*, SPLASH OF STRAWBERRY
JUICE, STRAWBERRIES, BANANAS,
ORANGE SHERBET

RAGING BERRY 270 cal | SF 160 cal
RED BULL*, SPLASH OF STRAWBERRY
JUICE, STRAWBERRIES, RASPBERRIES,
BLUEBERRIES, RASPBERRY SHERBET

*RED BULL REGULAR OR SUGAR-FREE

FRESH SQUEEZED JUICE

16oz \$7.75 24oz \$9.25

CHOOSE **1** BASE:
APPLE • CARROT • ORANGE

CHOOSE **up to 2** MORE:
Kale • Lemon • Lime • Ginger • Cucumber
Beet • Celery • Apple • Carrot • Orange
Add MORE for only 50¢ each!



PULP LEMONADE

16oz \$7.50 24oz \$9.75



PULP LEMONADE
OUR SIMPLE BLEND OF FRESHLY JUICED
APPLES & LEMONS

*ADD KALE OR GINGER FOR \$.50

SHOTS

2oz \$4.50

WHEATGRASS SHOT
2oz FRESHLY-SQUEEZED WHEATGRASS
1oz \$2.75

GINGER SHOT
2oz FRESHLY-SQUEEZED GINGER & LEMON
*CHOOSE CAYENNE OR TURMERIC TOPPER
FOR AN EXTRA BOOST!



— TRY OUR SIGNATURE —

SPIRULINA SPIRAL SMOOTHIE

BLUE SPIRULINA BOWL

PREMIUM BLUE SPIRULINA SORBET, PINEAPPLE JUICE,
MANGOS, PEACHES, BANANAS, ALMOND MILK*

*IN BLENDED BOWL ONLY



our MENU

CLASSIC BOWLS

\$7.25

THE "ORIGINAL" AÇAÍ 310 cal
ORGANIC AÇAÍ, FRESH BANANA,
GRANOLA

PB&G BOWL 460 cal
PEANUT BUTTER, FRESH BANANA,
GRANOLA, HONEY, LOW-FAT
VANILLA YOGURT



BLENDED BOWLS

\$9.75

BLUE SPIRULINA BOWL 250 cal
PREMIUM BLUE SPIRULINA SORBET,
PINEAPPLE JUICE, MANGO, PEACHES,
BANANAS, ALMOND MILK

ORGANIC AÇAÍ 210 cal
ORGANIC AÇAÍ, STRAWBERRY JUICE,
MANGO, BLUEBERRIES, STRAWBERRIES,
ALMOND MILK

DRAGONFRUIT BOWL 220 cal
DRAGONFRUIT, STRAWBERRY JUICE,
RASPBERRIES, MANGO, ALMOND MILK

HASS AVOCADO 470 cal
HASS AVOCADO, MANGO, BANANAS,
HONEY, PINEAPPLE SORBET, SOY MILK

TOPPINGS

BOWLS INCLUDE 3 ADDITIONAL TOPPINGS OF YOUR CHOICE

CACAO NIBS 100 cal
CHIA SEEDS 90 cal
BLUEBERRIES 20 cal
GRANOLA 110 cal

BANANA 90 cal
COCONUT 70 cal
PEANUT BUTTER 140 cal
HONEY 60 cal



WRAPS

\$7.25

YOUR CHOICE OF WHOLE WHEAT, TOMATO BASIL OR SPINACH HERB TORTILLA

BUFFALO CHICKEN 510 cal
TENDER CHICKEN BREAST, SHREDDED
CHEDDAR CHEESE, SHREDDED
CARROTS, ROMAINE LETTUCE, HOT
SAUCE, RANCH DRESSING

CHICKEN CAESAR 520 cal
TENDER CHICKEN BREAST, SHREDDED
PROVOLONE & MOZZARELLA CHEESE,
ROMAINE LETTUCE, CAESAR DRESSING

ASIAN CHICKEN 420 cal
TENDER CHICKEN BREAST,
CUCUMBER, SHREDDED CARROTS,
ROMAINE LETTUCE, SESAME GINGER
DRESSING

HONEY MUSTARD CHICKEN 510 cal
TENDER CHICKEN BREAST, SHREDDED
CHEDDAR CHEESE, TOMATO, ROMAINE
LETTUCE, HONEY MUSTARD DRESSING

SPICY TURKEY 370 cal
SLICED SMOKED TURKEY BREAST,
SHREDDED CHEDDAR CHEESE,
TOMATO, ROMAINE LETTUCE, OUR
SIGNATURE SPICY SAUCE

AVOCADO TURKEY 310 cal
SLICED SMOKED TURKEY BREAST, HASS
AVOCADO, MAYONNAISE, TOMATO,
ROMAINE LETTUCE

WHITE ALBACORE TUNA 280 cal
PREMIUM WHITE ALBACORE TUNA
MIXED WITH MAYONNAISE AND
CHOPPED CELERY, TOPPED WITH
SHREDDED CARROTS, SLICED
CUCUMBER, ROMAINE LETTUCE

VEGGIE WRAP 170-410 cal
CHOICE OF CHEESE, SLICED CUCUMBER,
SHREDDED CARROTS, TOMATOES,
CHOICE OF DRESSING

SALAD \$5.50

TURN ANY WRAP INTO A SALAD!

GARDEN SALAD 120-400 cal
CHOICE OF CHEESE, SLICED
CUCUMBER, SHREDDED CARROTS,
TOMATOES, CHOICE OF DRESSING
*ADD CHICKEN OR TUNA FOR \$2.00



ORDER ONLINE
PULP MAKES
PICK UP
SMOOTH

order online
& pick-up in
store



franchise expense **BREAKDOWN**

FRANCHISE FEE

FIRST LOCATION: \$25,000
ADDITIONAL LOCATIONS:
\$12,500 PER STORE

INVESTMENT

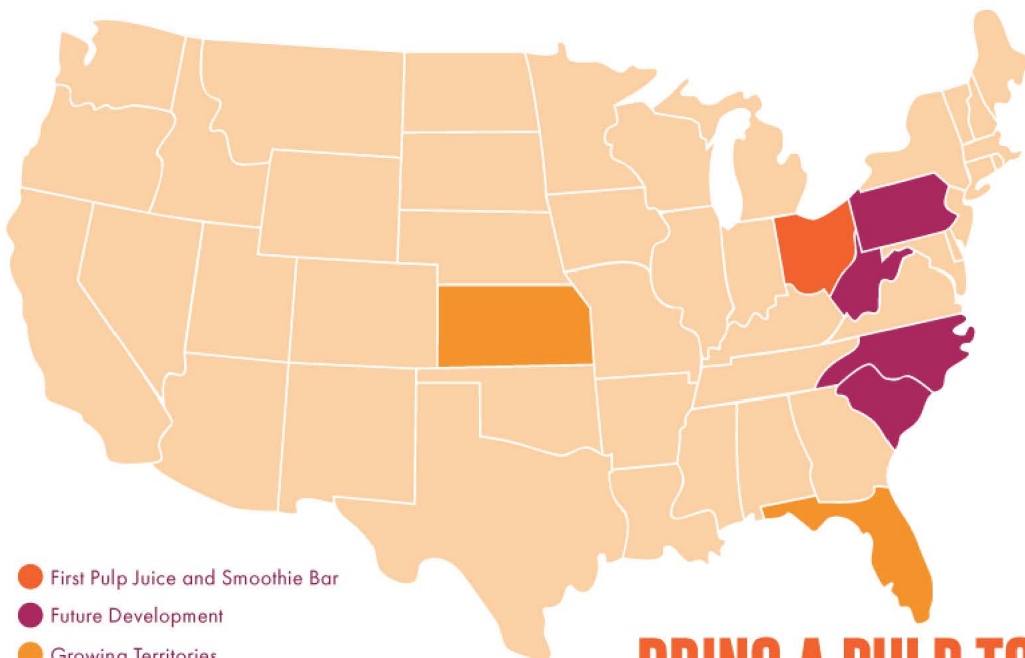
START UP FEES
INITIAL INVESTMENT:
\$192,100-\$430,900

ROYALTY FEE

FIRST LOCATION:
6% OF GROSS SALES
ADDITIONAL LOCATIONS:
5% OF GROSS SALES

AGREEMENT

SECURE YOUR FRANCHISE FOR
10 YEARS INITIALLY, WITH (2)
5-YEAR RENEWAL OPTIONS



OUR GROWTH STRATEGY

Started in Kent Ohio with 1 store and now projecting to be at 85 locations by 2026.

Currently we have stores in OH, PA, WV, NC, and SC.

Location you love not on the map?
Let's talk about it!

BRING A PULP TO YOUR COMMUNITY!



JUICE AND SMOOTHIE BAR

CHEERS TO THE PERFECT BLEND!

“Opening a Pulp franchise is something I have been thinking of doing for years! The brand recognition, proven systems, and ongoing support made it easy to get started - and the community response has been incredible. If you're passionate about health, business, and making people smile every day, this is the opportunity you've been looking for.”



DAVE W.

MONTROSE OH - PULP FRANCHISEE

CUSTOMER TESTIMONIALS:

★★★★★ 5 / 5

Always a clean place, they greet nicely when you walk in, glad they don't rush your order considering I'm new to this place. Very very good smoothies and wraps.

— Andy G., Google Review

Pulp Juice and Smoothie Bar, Brunswick Ohio

★★★★★ 5 / 5

If you're searching for a healthy and delicious snack or meal while you're out and about, I would definitely suggest trying Pulp Juice and Smoothie. Their dedication to utilizing top-notch ingredients and creating nutritious blends has made them a preferred destination for me when I need a healthy and satisfying boost.

— Dr. A., Google Review

Pulp Juice and Smoothie Bar, Brunswick Ohio

READY TO BRING PULP TO YOUR COMMUNITY?



BOOK A DISCOVERY CALL TODAY!

BILL FORREST
314.440.3390
BILL.FORREST@PULPFRANCHISING.COM

