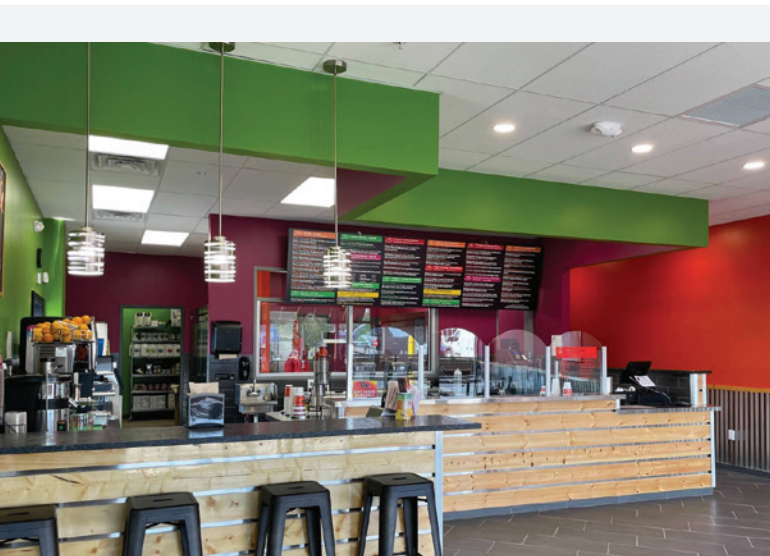




JUICE AND SMOOTHIE BAR

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

Top 5 fastest growing
franchise in the country
& TOP 500 Restaurants
Nation's Restaurant News

2025

Pulp turns 20!
Over 70 stores &
on our way to hit
100+ stores!

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

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

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

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 340 cal
PREMIUM ORGANIC ACÁI,
STRAWBERRY JUICE, MANGOS, BANANAS,
LIME SQUEEZE, PINEAPPLE SORBET,
HONEY, KALE

ULTIMATE ACÁI 420 cal
PREMIUM ORGANIC ACÁI,
STRAWBERRY JUICE, MANGOS,
BLUEBERRIES, YOGURT, CHIA SEEDS



VEGGIE 'N' GREENS

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*

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

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

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

CLASSIC BOWLS

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

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



BLENDED BOWLS

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

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

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

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

TOPPINGS

BOWLS INCLUDE 3 ADDITIONAL TOPPINGS OF YOUR CHOICE



ORDER ONLINE
PULP MAKES
PICK UP
SMOOTHIES

order online
& pick-up in
store



FRESH
DELICIOUS
NUTRITIOUS!

CLASSIC & PREMIUM
BLENDED BOWLS



WRAPS WITH CHOICE OF
WHOLE WHEAT, TOMATO BASIL
OR SPINACH HERB TORTILLA

TRY OUR SIGNATURE

SPIRULINA
SPIRAL
SMOOTHIE

BLUE
SPIRULINA
BOWL

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

*IN BLENDED BOWL ONLY



franchise expense **BREAKDOWN**

FRANCHISE FEE

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

ROYALTY FEE

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

INVESTMENT

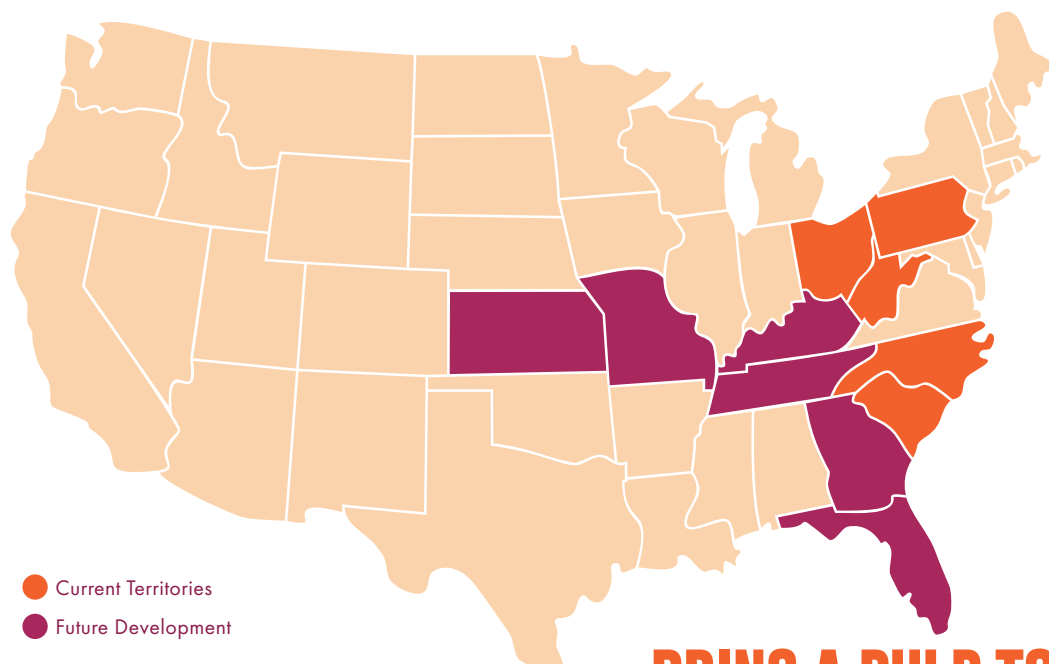
START UP FEES INITIAL INVESTMENT:
\$205,100-\$455,100

QUALIFICATIONS

A good credit score (typically 650 or higher) is generally required to secure financing.

A minimum net worth requirement with liquid assets will be discussed during our discovery call to ensure franchisees can handle initial investments and ongoing costs.

AUV **TOP 25%**
OVER \$950,000 AUV



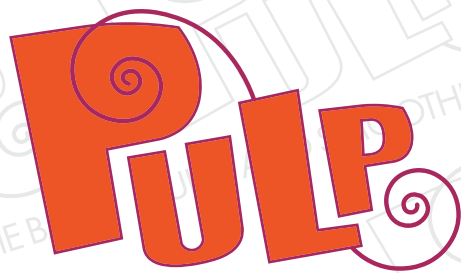
OUR GROWTH STRATEGY

Started in Kent Ohio with 1 store
Over 70 stores on our way to 100+

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. - PULP FRANCHISEE
MONTROSE OH

CUSTOMER TESTIMONIALS:

★★★★★ 5/5

It's spectacular, they have a great variety of juices and smoothies, the service is fantastic, I loved it, 100% recommended!

— Maria S., Google Review
Pulp Juice and Smoothie Bar, Cornelius North Carolina

★★★★★ 5/5

Pulp is always the best smoothie place to go to I swear! They even give you a choice of one free additive such as protein, fiber, vitamin, energy boost, etc. Great prices and great flavors! I've tried most everything on the menu and I love it. If you want a snack get the acai bowl!!

— Holden T., Google Review
Pulp Juice and Smoothie Bar, Kent Ohio

READY TO BRING PULP TO YOUR COMMUNITY?



BOOK A DISCOVERY CALL TODAY!

BILL FORREST
VP OF FRANCHISE DEVELOPMENT
314.440.3390
BILL.FORREST@PULPFRANCHISING.COM

