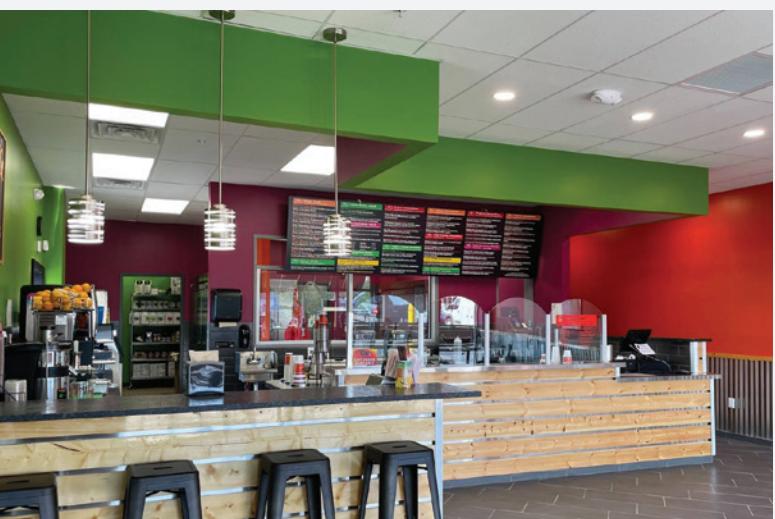


JUICE AND SMOOTHIE BAR

PULP BRINGS MORE THAN JUST SMOOTHIES TO YOUR COMMUNITY



Pulp Juice and Smoothie Bar is a fast-casual juice and smoothie bar offering fresh, nutrient-packed smoothies, juices, and healthy eats. Designed for busy lifestyles, Pulp combines flavor and function in every cup, giving its customers a healthy on-the-go option!



We serve health-conscious individuals, families on-the-go, fitness lovers, college students and anyone craving a better-for-you option. Our menu appeals to everyone - from kids who love fruity flavors to adults looking for clean energy.



JUICE AND SMOOTHIE BAR

REAL FRUIT REAL VEGGIES REAL GOOD!

30+ REAL FRUIT SMOOTHIES
TO CHOOSE FROM

BOWLS & WRAPS FRESH,
DELICIOUS AND NUTRITIOUS



Why it Works:

Pulp runs on a proven model with a track record of strong regional performance and growing brand recognition. It's a business that delivers wellness, speed, simplicity, and smiles - one smoothie at a time.

Pulp Juice and Smoothie Bar offers a compelling franchise opportunity, defined by its low-cost entry, simplified operations, and proven growth model - making it a standout in today's competitive quick-service landscape.

Celebrating over 20 years in business, Pulp has expanded to 65+ locations across Ohio, Pennsylvania, West Virginia, North Carolina, and South Carolina. This sustained growth reflects the strength and scalability of the Pulp system - and remarkably, only one location has ever permanently closed in our entire history.



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

First Franchise Opened in
Macedonia, OH

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

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

2007

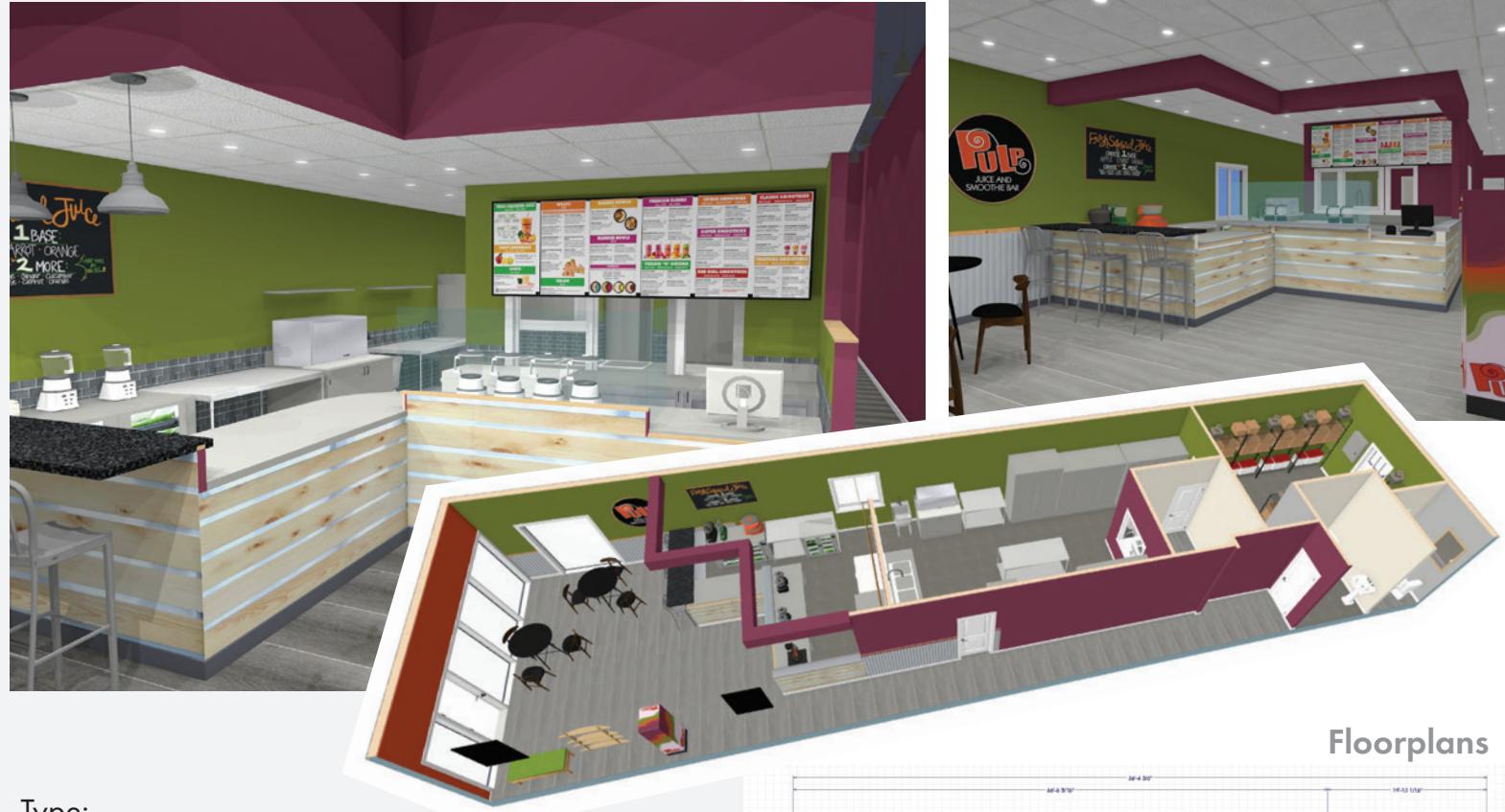
2021

2025

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.

construction **BREAKDOWN**



Type:

Drive-Thru sites on End Caps or high-traffic

In-Line sites

Size:

1,400 - 1,800 square feet with a minimum width of 20 feet.

Kitchen:

No cooking platform but we prefer a grease trap if one is available.

Parking:

3 to 6 immediate parking spaces

Excellent visibility and access



Co-tenancy:

Grocery stores, Fitness, National QSRs and service-oriented retailers

Nearby amenities a plus:

High schools with larger enrollments, colleges, and hospitals

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, MANGO, PEACHES,
BANANAS

THE PINK DRAGON 370 cal
DRAGONFRUIT, STRAWBERRY JUICE,
MANGO, YOGURT, PINEAPPLE
SHERBET, LEMON SQUEEZE, CHIA SEEDS

STRAWBERRY BASIL WICHLIA 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,
MANGO, TURMERIC

SMOOTH AVOCADO 440 cal
HAAS AVOCADO, FRESH SQUEEZED
ORANGE JUICE, MANGO, BANANAS,
LIME SQUEEZE, PINEAPPLE SORBET,
HONEY, KALE

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

CLASSIC BOWLS



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

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 100 cal
GRANOLA 110 cal

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



franchise **FAQS**

FRANCHISE FEE

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

INVESTMENT

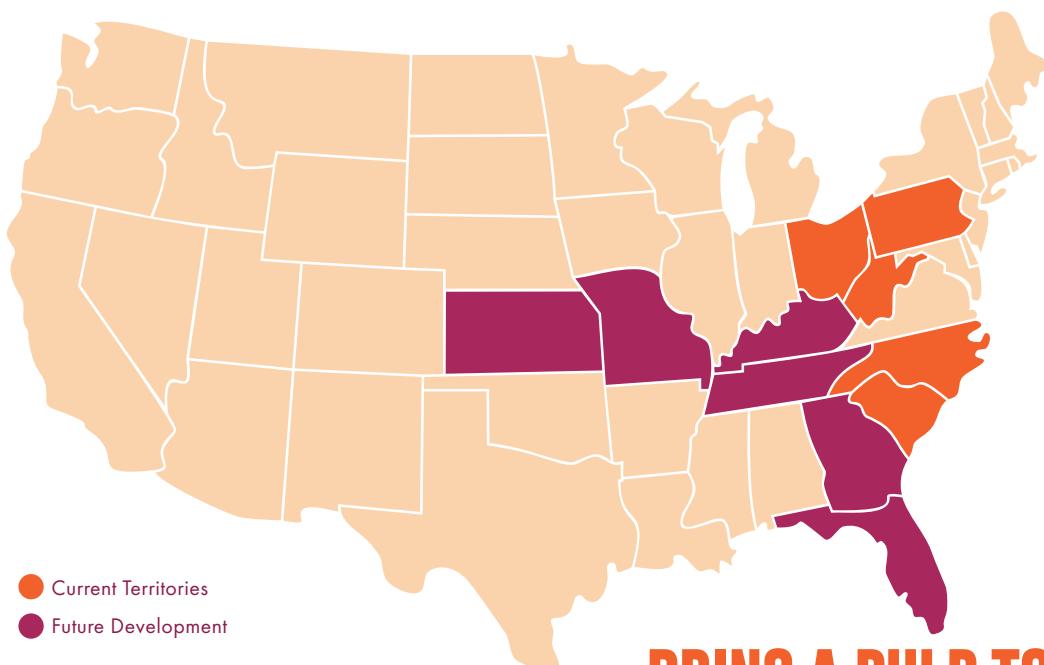
START UP FEES
INITIAL INVESTMENT:
\$205,100-\$455,100

ROYALTY FEE

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

AUV

TOP 25%
OVER \$950,000 AUV



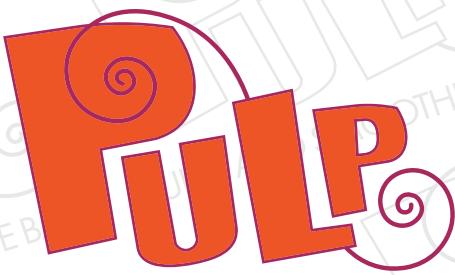
OUR GROWTH STRATEGY

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 acaii bowl!!

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

READY TO BRING PULP TO YOUR COMMUNITY?



QUESTIONS? GIVE US A CALL

**BILL FORREST
VP OF FRANCHISE DEVELOPMENT
314.440.3390
BILL.FORREST@PULPFANCHISING.COM**

