



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 it's 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

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.

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



1998

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.



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.

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!

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