



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

Pulp opens its doors to the community, near Kent University.

2016

### First Out of State Pulp Opens in Rockhill, SC

Pulp is officially expanding beyond Ohio with our very first location in South Carolina!

2024

### 62 Locations and Growing

Exceeded \$40 MIL in Sales.

2026

### Opens first Pulp in Kansas & Missouri.

Celebrates 75th Opening

### First Franchise Opened in Macedonia, OH

Just a half an hour drive, and less than 20 miles away, another Pulp is born!

### Top 5 fastest growing franchise in the country & TOP 500 Restaurants

*Nation's Restaurant News*

### Pulp turns 20!

Recognized as Top 16 Franchise Deals by QSR Magazine  
Secured NBA partnership with the Cleveland Cavaliers

2007

2021

2025

## 70+ LOCATIONS ACROSS 7 STATES & ACCELERATING EXPANSION

Pulp is growing fast - we are looking for standout owners in multiple markets! With strong brand momentum and prime opportunity ahead, now is the time to get in early.

# our MENU



**Pulp**  
JUICE AND SMOOTHIE BAR

**TOP 16 FRANCHISE DEALS**

**REAL FRUIT  
REAL VEGGIES  
REAL GOOD!**

pulpjuiceandsmoothie.com

**wraps** FRESH DELICIOUS NUTRITIOUS!

CHOICE OF: TOMATO BASIL, SPINACH, OR WHEAT TORTILLA

**chicken**

- BUFFALO CHICKEN WRAP** 510 cal  
TENDER CHICKEN BREAST, SHREDDED CHEDDAR, SHREDDED CARROTS, ROMAINE LETTUCE, HOT SAUCE, RANCH DRESSING
- HONEY MUSTARD CHICKEN WRAP** 520 cal  
TENDER CHICKEN BREAST, SHREDDED CHEDDAR, TOMATO, ROMAINE LETTUCE, HONEY MUSTARD DRESSING
- CHICKEN CAESAR WRAP** 520 cal  
TENDER CHICKEN BREAST, SHREDDED PROVOLONE & MOZZARELLA BLEND, ROMAINE LETTUCE, CAESAR DRESSING
- ASIAN CHICKEN WRAP** 420 cal  
TENDER CHICKEN BREAST, CUCUMBER, SHREDDED CARROTS, ROMAINE LETTUCE, OUR SIGNATURE SPICY SAUCE

**turkey & tuna**

- SPICY TURKEY WRAP** 370 cal  
SLICED SMOKED TURKEY BREAST, SHREDDED CHEDDAR, TOMATO, ROMAINE LETTUCE, OUR SIGNATURE SPICY SAUCE
- AVOCADO TURKEY WRAP** 310 cal  
SLICED SMOKED TURKEY BREAST, HASS AVOCADO, MAYONNAISE, TOMATO, ROMAINE LETTUCE
- WHITE ALBACORE TUNA WRAP** 280 cal  
PREMIUM WHITE ALBACORE TUNA MIXED WITH MAYONNAISE AND CHOPPED CELERY, TOPPED WITH SHREDDED CARROTS, CUCUMBER, ROMAINE LETTUCE, SERVED WITH A SIDE OF SESAME GINGER DRESSING

**veggie**

- VEGGIE WRAP** 170-410 cal  
CUCUMBER, SHREDDED CARROTS, TOMATO, ROMAINE LETTUCE, CHOICE OF CHEESE & DRESSING
- GARDEN SALAD** 120-400 cal  
ROMAINE LETTUCE, CUCUMBER, SHREDDED CARROTS, TOMATO, CHOICE OF CHEESE & DRESSING \*PROTEIN OPTION: ADD CHICKEN OR TUNA

**peanut butter**

- PB&G WRAP** 600 cal  
PEANUT BUTTER, SLICED BANANA, CRUNCHY GRANOLA, HONEY, VANILLA YOGURT ROLLED INTO A WHOLE WHEAT TORTILLA

**PULP PRO TIP:**  
TURN ANY WRAP INTO A SALAD!

**PULP MAKES PICK UP SMOOTH!**

- ORDER ONLINE AT PULPJUICEANDSMOOTHIE.COM
- CHOOSE PICK UP OR DELIVERY
- PICK UP IN STORE OR DELIVER TO YOUR DOORSTEP!

\*ClubHub & UberEats available at select locations



**ORDER ONLINE  
PULP MAKES  
PICK UP  
SMOOTH**

order online & pick-up in store

**smoothies** PULP FAN FAVS

**classic**

- STRAWBERRY BANANA** 320 cal  
STRAWBERRY JUICE, PINEAPPLE JUICE, BANANAS, STRAWBERRIES, YOGURT
- BLUEBERRY DREAM** 310 cal  
APPLE JUICE, STRAWBERRY JUICE, BLUEBERRIES, BANANAS, ORANGE SHERBET
- RASPBERRY HARMONY** 310 cal  
APPLE JUICE, RASPBERRIES, BANANAS, RASPBERRY SHERBET
- THREE BERRY** 290 cal  
STRAWBERRY JUICE, STRAWBERRIES, BLUEBERRIES, RASPBERRIES, RASPBERRY SHERBET
- CRANBERRY FIX** 310 cal  
CRANBERRY JUICE, BANANAS, BLUEBERRIES, STRAWBERRIES, RASPBERRY SHERBET, YOGURT
- ANNA BANANA** 410 cal  
GUAVA JUICE, PINEAPPLE JUICE, BANANAS, HONEY, YOGURT
- PULP SWIRL** 290 cal  
APPLE JUICE, BLUEBERRIES, PEACHES, ORANGE SHERBET, RASPBERRY SHERBET
- PEACH BEACH** 310 cal  
APPLE JUICE, PEACHES, BANANAS, ORANGE SHERBET, YOGURT
- STRAWBERRY EXTREME** 290 cal  
STRAWBERRY JUICE, STRAWBERRIES, PINEAPPLE SORBET, YOGURT

**tropical**

- ELITE EIGHT** 290 cal  
STRAWBERRY JUICE, PINEAPPLE JUICE, MANGOS, STRAWBERRIES, PEACHES, ORANGE SHERBET
- MANGO TANGO** 310 cal  
PASSIONFRUIT MANGO JUICE, MANGOS, ORANGE SHERBET
- ISLAND CRUISER** 320 cal  
PASSIONFRUIT MANGO JUICE, BANANAS, MANGOS, ORANGE SHERBET
- PULP PASSION** 290 cal  
PASSIONFRUIT MANGO JUICE, PINEAPPLE JUICE, STRAWBERRIES, PEACHES, ORANGE SHERBET
- TROPICAL BLAST** 320 cal  
PASSIONFRUIT MANGO JUICE, PINEAPPLE JUICE, STRAWBERRIES, BANANAS, ORANGE SHERBET, PINEAPPLE SORBET
- PULP COOLADA** 400 cal  
PINEAPPLE JUICE, BANANAS, COCONUT, PINEAPPLE SORBET

**citrus**

- ORANGE CHILL** 310 cal  
FRESH SQUEEZED ORANGE JUICE, BANANAS, MANGOS, PEACHES, ORANGE SHERBET, YOGURT
- CITRUS BERRY** 300 cal  
FRESH SQUEEZED ORANGE JUICE, CRANBERRY JUICE, STRAWBERRIES, BLUEBERRIES, RASPBERRIES, RASPBERRY SHERBET, YOGURT
- SAMMA JAMMA** 310 cal  
FRESH SQUEEZED ORANGE JUICE, BANANAS, STRAWBERRIES, ORANGE SHERBET, YOGURT

free enhancer with every smoothie

**super smoothies**

- GUAVA BURNER** 320 cal  
GUAVA JUICE, MANGOS, STRAWBERRIES, BANANAS, ORANGE SHERBET, PLUS FAT BURNER & FIBER BLEND ENHANCERS
- PROTEIN PACKER** 550 cal  
SOY MILK, PEANUT BUTTER, CHOCOLATE, BANANAS, YOGURT, PLUS WHHEY & SOY PROTEIN (40 GRAMS OF PROTEIN)
- GREEN TEA** 290 cal  
PREMIUM MATCHA GREEN TEA, SOY MILK, YOGURT \*SUBSTITUTE OPTION: ALMOND OR OAT MILK
- HANGOVER RELIEF** 340 cal  
APPLE JUICE, PEACHES, BANANAS, ORANGE SHERBET, PLUS ENERGY & HANGOVER RELIEF ENHANCERS
- GRAM SESSION** 340 cal  
FRESH SQUEEZED ORANGE JUICE, BANANAS, STRAWBERRIES, PEACHES, ORANGE SHERBET, YOGURT, PLUS ENERGY & SMART BLEND ENHANCERS

**veggie n' greens smoothies**

- KALE KA-POW!** 300 cal  
PINEAPPLE JUICE, KALE, MANGOS, STRAWBERRIES, PINEAPPLE SORBET, PLUS GREENS BLEND
- MATCHA MATCH** 350 cal  
ALMOND MILK, MATCHA GREEN TEA, KALE, BANANAS, YOGURT, PLUS GREENS BLEND
- BEEF BADA-BOOM** 240 cal  
STRAWBERRY JUICE, BEEF, STRAWBERRIES, BLUEBERRIES
- CARROTY CHOP** 320 cal  
FRESH SQUEEZED ORANGE JUICE, CARROT, MANGOS, PEACHES, YOGURT

**premium blends**

- THE PINK DRAGON** 390 cal  
DRAGONFRUIT, STRAWBERRY JUICE, MANGOS, YOGURT, PINEAPPLE SORBET, LEMON SQUEEZE, CHIA SEEDS
- ULTIMATE AÇAÍ** 420 cal  
PREMIUM ORGANIC AÇAÍ, STRAWBERRY JUICE, MANGOS, BLUEBERRIES, YOGURT, CHIA SEEDS
- SPIRULINA SPIRAL** 400 cal  
PREMIUM BLUE SPIRULINA SORBET, PINEAPPLE JUICE, MANGOS, PEACHES, BANANAS
- ORANGE GINGER ELIXIR** 310 cal  
FRESHLY SQUEEZED ORANGE, CARROT, GINGER & LEMON, PINEAPPLE SORBET, MANGOS, TURMERIC
- STRAWBERRY BASIL W/ CHIA** 310 cal  
STRAWBERRY & GUAVA JUICES, STRAWBERRIES, LIME SQUEEZE, FRESH BASIL, CHIA SEEDS
- SMOOTH AVOCADO** 540 cal  
HASS AVOCADO, FRESH SQUEEZED ORANGE JUICE, MANGOS, BANANAS, LIME SQUEEZE, HONEY, PINEAPPLE SORBET, KALE

**red bull smoothies**

- MANGO BOMB** 270 cal | 5F 160 cal  
RED BULL, SPLASH OF MANGO JUICE, MANGOS, PEACHES, ORANGE SHERBET
- PULP FUSION** 280 cal | 5F 170 cal  
RED BULL, SPLASH OF STRAWBERRY JUICE, STRAWBERRIES, BANANAS, ORANGE SHERBET
- RAGING BERRY** 270 cal | 5F 160 cal  
RED BULL, SPLASH OF STRAWBERRY JUICE, STRAWBERRIES, RASPBERRIES, BLUEBERRIES, RASPBERRY SHERBET

**FREE BULL BOMB WITH EVERY SMOOTHIE**

ENERGY IMMUNITY PROBIOTIC FIBER BLEND VITAMIN BLEND FAT BURNER STRESS RELIEF HANGOVER RELIEF SMART BLEND WHHEY PROTEIN SOY PROTEIN PEANUT PROTEIN

**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  
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