



Press Kit

2026

www.getsmooodi.com

125 Western Ave, Allston, MA 02134



REAL FRUIT SMOOTHIES (25.99)		TRY OUR smoōdi	
 STRAWBERRY140 Cal Strawberry, Banana, Apple	 BRAIN BOOST70 Cal Strawberry, Raspberry, Blackberry, Banana	 TROPICAL VIBES	
 TROPICAL VIBES100 Cal Mango, Pineapple, Coconut, Orange, Açaí	 GREEN ENERGIZER100 Cal Spinach, Mango, Banana, Peach		
PROTEIN SHAKES (25.99)			
 PEANUT PROTEIN15g Protein Peanut, Banana, Soy Protein, Cocoa, Cof, Almond, Açaí	 MOCHA10g Protein Coffee, Cocoa, Cacao, Hemp Seed, Cofee, Blueberry, Coconut, Açaí, Strawberry, Banana		





Empowering Healthy Habits

Founded
2018 · Harvard Innovation Lab

Headquarters
Boston, MA

Website
getsmoodi.com

Contact
sales@getsmoodi.com
(855) 476-6634

Recognition

Fast Company Most Innovative 2025
NAMA Most Innovative 2024
CStore Decisions Hot New Products 2024
World Beverage Innovation Award 2020



Executive Summary

The first fully automated self-serve smoothie system.

Real frozen fruit, blended on demand in under 60 seconds. No staff, no prep, no cleanup — deployed across 300+ locations in foodservice, retail, healthcare, universities, gyms, and airports.



In The Press

"Smoodi is the fastest growing smoothie chain you've never heard of."
HNGRY · November 2024

"It shouldn't be expensive to be healthy."
The Boston Globe · April 2025



Aramark · Sodexo · Kaiser Permanente · Penn State · Princeton · Boeing · Citibank · Philadelphia 76ers · Paradies Lagardère



Logos & product images – digital assets are available below



Logos

Click here to access smoodi's main logo, secondary logo, and submark



Machine

Click here to access machine setup photos



Flavors

Click here to access cup photos

[Nutritional labels](#)



Nutrition Facts	
1 serving per container	
Serving Size 1 smoodi (169g)	
Amount Per Serving	
Calories	70
<small>%Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 23g	8%
Dietary Fiber 5g	18%
Total Sugars 16g	0%
Includes 0g Added Sugars	0%
Protein less than 1g	1%
Vitamin D 0mcg	0%
Calcium 20mg	< 2%
Iron 0mg	0%
Potassium 440mg	10%
Vitamin A 10mcg	< 2%
Vitamin C 76mg	80%

*The % daily value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Happy Customers!

Click here to access photos of people enjoying smoodi!



smoodi customers include recognizable names across the US



MaineHealth



PennState



Levy Restaurants



Paradies Lagardère
TRAVEL RETAIL



citibank



USTA



wayfair



More profitable and accessible than a traditional smoothie bar



smoodi's self cleaning features and automation **eliminates labor costs**

	Traditional Fresh Smoothie Operation	smoodi
Labor Costs	40%+ (\$15+ per hour)	0% (\$0)
Profit Margin	Negative	40-50%
Food Waste	15%	Zero
Scalability	Food service	Food service, micro markets, retail
Footprint	Kitchen	3.3 feet of counter space
Availability	Hours of operation	24/7



OUR FUNCTIONAL SMOOTHIES



CHOCO-BANANA ^{GF}.....250 Cal
Banana,
Chocolate Protein
(Whey) **32g**
PROTEIN



STRAWBERRIES & CREAM ^{GF}.....150 Cal
Strawberries,
Vanilla Protein
(Whey) **20g**
PROTEIN



PEANUT PROTEIN ^{GF}.....380 Cal
Peanut, Banana,
Soy Protein,
Cocoa, Oat **15g**
PROTEIN



STRAWBERRY BANANA ^{GF}.....160 Cal
Strawberry,
Banana,
Apple **4g**
FIBER



TROPICAL VIBES ^{GF}.....170 Cal
Mango, Pineapple,
Coconut,
Orange, Agave **110%**
VITAMIN C



COOKIES & CREAM.....350 Cal
Cookies, Zero
Sugar Frozen
Dairy Blend **5g**
PROTEIN



MANGO MAGIC ^{GF}.....200 Cal
Mango, Zero sugar
Yogurt, Apple,
Cardamom



CUCUMBER REFRESHER ^{GF}.....100 Cal
Cucumber, Mint,
Lime, Agave **3x**
ELECTROLYTES



MANGONADA WITH TAJIN ^{GF}.....180 Cal
Mango, Tajin
Chamoy, Agave,
Apple **3x**
ELECTROLYTES



BRAIN BOOST ^{GF}.....70 Cal
Strawberry, Banana,
Raspberry,
Blackberry, **7g**
FIBER



FROSTEE COFFEE ^{GF}.....230 Cal
Coffee, Zero Sugar
Frozen Dairy Blend,
Blueberry **70mg**
CAFFEINE



GREEN ENERGIZER ^{GF}.....100 Cal
Spinach,
Mango, Banana,
Matcha **4g**
FIBER

smoodi's founder and CEO started in 2018 with the goal to empower healthy habits



Pascal Kriesche
Chief Executive Officer

Pascal Kriesche co-founded smoodi while earning his MBA at Harvard Business School, starting with a hands-on MVP—personally serving smoothies at offices across Boston. Pascal holds a Master and Bachelor of Science from both École Polytechnique in Paris and the Technical University of Munich, his hometown. Before smoodi, he worked as a consultant at Boston Consulting Group.



www.linkedin.com/in/pascal-kriesche



At smoodi, we're on a mission to empower healthy habits through a revolutionary smoothie experience. Imagine freshly picked fruits, flash frozen and transported to a convenient location near you, ready to blend at the touch of a button. Our smoothies are bursting with delicious flavor and packed with nutrients, and our proprietary smoodi machine is designed to fit wherever there is counter space.

When consumers try our smoothies, they say that they "feel good". We're here to blend health and happiness - one smile and sip at a time.





Thank you!

Please reach out with questions

Schedule a call with us:



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