



## Press Kit

2025

[www.getsmoodi.com](http://www.getsmoodi.com)

125 Western Ave, Allston, MA 02134





**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.**





# 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 and nutrition labels



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



Real fruits  
and vegetables

No preservatives

Clean Label

Packed with vitamins  
& minerals



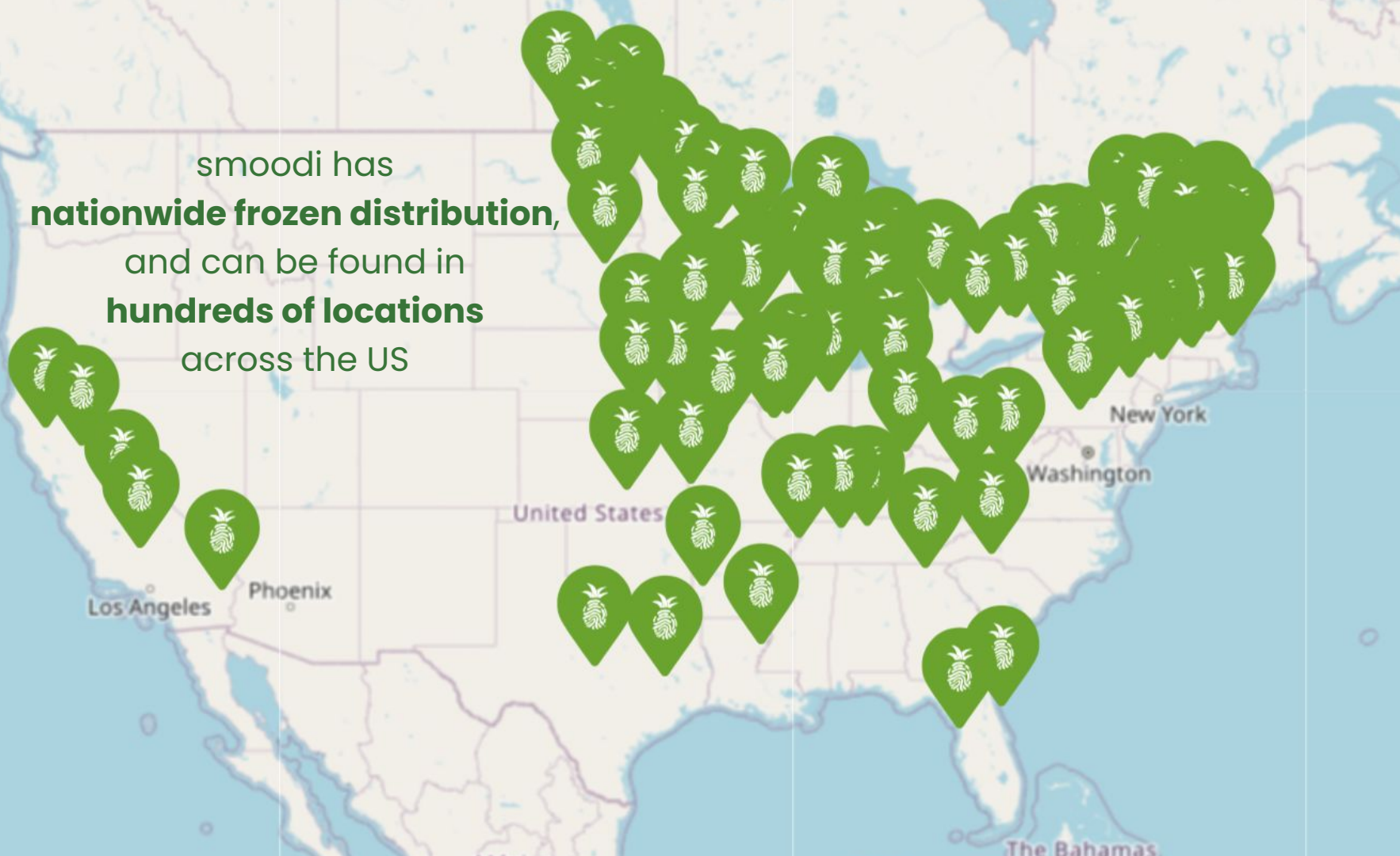
Freshly blended

Gluten-free

Environmentally  
conscious

Zero food waste

smoodi has  
**nationwide frozen distribution,**  
and can be found in  
**hundreds of locations**  
across the US



# smoodi customers include leading names across the US



BALL STATE  
UNIVERSITY



KAISER PERMANENTE®



PennState®



# smoodi is a recognized innovator in food and beverage



In association with  
BrauBeviale2020



## Media and press – click blocks to access publication links!



# HNGRY

***“Smoodi is the fastest growing smoothie chain you’ve never heard of”***

November, 2024

**TC TechCrunch**

***“smoodi closes \$5M to expand reach for its robotic smart blender”***

December, 2022

**Entrepreneur.**

***“How to Create a Winning Elevator Pitch: The Founders of Smoodi and Their Giant Dancing Pineapple Explain How.”***

October, 2023

**Forbes**

***“Look Out Keurig, Here Comes The Smoodi Smoothie-Making Machine”***

April, 2018

# See smoodi in action! Dive into case study videos to see smoodi live at foodservice and retail locations



## Maryville University College Cafeteria



**“On our first day of students moving into campus, we sold over 400 smoothies.”**

- Linda Thacker, Maryville Director of Dining Services

**“The thing about smoodi that 100% sold me is that the machine cleans itself.”**

- Alicia, Auto Spa

## On The Run Convenience Store





# The smoodi process is quick & easy - with fresh smoothies blended in under a minute!



**1 Pick smoodi from freezer**  
Cups with favorite fruits and greens

**2 Peel the seal & scan**  
Machine automatically opens, no touch

**3 Customize**  
Select boosters & smoodi thickness

**4 Blend**  
Safely within a minute

**5 Enjoy!**  
Meanwhile our machine cleans itself



# 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	<b>40%+</b> (\$15+ per hour)	<b>0%</b> (\$0)
Profit Margin	<b>Negative</b>	<b>40-50%</b>
Food Waste	<b>15%</b>	<b>Zero</b>
Scalability	<b>Food service</b>	<b>Food service, micro markets, retail</b>
Footprint	<b>Kitchen</b>	<b>3.3 feet of counter space</b>
Availability	<b>Hours of operation</b>	<b>24/7</b>



# smoodi is plug and play, with standard technical requirements



**Electricity**  
(110 V)



**Fresh water**  
(3/8" PTC, min 60 psi)



**Drain**  
(Open drain within 6ft)



**Internet**  
(Private network)





# smoodi's co-founders started with a dream to empower healthy habits in a scalable way



***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.

**SMOODI STORY!** Morgan and Pascal were introduced to each other through a mutual friend in 2018. They were both Boston based engineers who happened to be simultaneously inventing healthy smoothie machines. They teamed up, and the rest is history!



***Morgan Abraham***  
Chief Technology Officer

Morgan Abraham co-founded smoodi after discovering firsthand how nutrition packed smoothies can transform personal health. Morgan can be found tinkering away daily on improvements for smoodi's patented technology. Morgan majored in Electrical Engineering at McGill University, and prior to smoodi was a Senior Electrical Engineer at Fuss & O'Neill.

# 16oz flavors for every preference - low calorie, high protein, and the tried & true smoothie classics



## LOW CALORIE REFRESHERS

## SMOOTHIE CLASSICS

## HIGH PROTEIN FLAVORS

### BRAIN BOOST

70 cals



Strawberry, Raspberry,  
Blackberry, Banana

### GREEN ENERGIZER

100 cals



Spinach, Mango,  
Banana, Matcha

### TROPICAL VIBES

100 cals



Mango, Pineapple,  
Coconut, Orange, Agave

### STRAWBERRY BANANA

140 cals



Strawberry, Banana,  
Apple

### MAGICAL MOCHA

10g protein



Coffee, Cocoa, Cacao, Hemp Seeds,  
Dates, Blueberry, Coconut, Agave,  
Strawberry, Banana

### PEANUT PROTEIN

15g protein



Peanut, Banana, Soy Protein,  
Cocoa, Oat, Almond, Agave,  
Vanilla, Monk Fruit



# Launching 7 new flavors in 2025!

## POWR BLENDS

Frozen high protein shakes.  
Blends of whey protein and  
fruit to power your day.

### **STRAWBERRIES & CREAM**

25g  
protein

### **CHOCO-BANANA**

42g  
protein

## BTTR BLENDS

“Better for you” frozen treats.  
Indulgent sips with low  
sugar and calories.

### **COOKIES & CREAM**

90%  
Less Sugar

### **WAKEY-WAKEY**

0g  
Added sugar

## GLOBAL BLENDS

Travel the world with smoodi!  
Traditional and beloved  
recipes blended up fresh.

### **SPICY MANGONADA**

Traditional  
Mexican Recipe

### **CUCUMBER REFRESHER**

Agua Fresca

### **MANGO LASSI**

Traditional  
Indian Recipe





# smoodi machine is self-serve, with **NO OPERATOR** required



**EASY SETUP & OPERATIONS**



**TURNKEY SOLUTION & SERVICE**



**SUSTAINABILITY / NO FOOD WASTE**



**FULL TRANSPARENCY**



**IOT CONNECTED DEVICE**

# See smoodi in the press!



## Patch

Secret Room Events Hosts Primetime Television Awards Gift Lounge



Tasty bites were also on site including vegan all-natural healthy snack bars from SIMPLE, Poppin' Love gourmet popcorn, vegan smoothies from smoodi, an automated smoothie vending machine, and organic ready-to-go loose leaf tea from TeaVoila.

## BEVNET

Smoodi Expands and Continue Revolutionizing The Smoothie Bar With Customer-Operated Smoothie Stations



For Country Fair Convenience Stores like many other businesses and facilities including hospitals and universities from Boston to LA, it was time to bring more healthy options to customers with the number one smoothie shop – in a box! Smoodi is redefining convenience by bringing the freshness of a smoothie bar right to Country Fair locations. This turnkey smoothie machine operates with minimal counterspace, zero labor or staffing, and delivers an immediate return on investment. Whether it's a quick refreshment during a busy shopping trip or a nourishing treat on the go, smoodi is the perfect solution for places like Country Fair where customers seek a fast, delicious pick-me-up. With fresh fruit recipes blended on demand in just 60 seconds, smoodi is convenience, health, and taste in every sip.



New Food, Beverage Offerings at NACS Show Bring Fresh Flavors, Innovations



Boston-based Smoodi has three new flavors: Strawberry Banana, Peanut Protein and Magical Mocha. The company also has added Organic Açaí Nectar as a sweetener option.



A New Way to Smoothie With Smoodi – The On-Demand Station with Fresh Fruit Smoothies in 60 Seconds



Say goodbye to lines and long waits. Say sayonara to up-charges and overpriced add-ons. Say hello to smoodi! The brand behind the ingeniously automatic, DIY 60-second smoothie stations popping up at food service locations across the country is on a mission to transform when and how people enjoy a healthy blended smoothie. With three irresistible smoothie selections in every machine, all customers have to do is pick, blend and pay! Just one minute and they're on their way to a boost of brain power, burst of tropical flavor or burst of green-inus-ed energy.

"We love to drink smoothies, but sometimes when the craving strikes – whether it be at school, on a road trip, in an area where there's not much access to trendy smoothie shops, at some airports or hospitals – there's no way to get a healthy, produce-packed pick-me-up. That's why we created smoodi. With smoodi, folks around the country can get streamlined, affordable, fast and fabulous quality smoothies whenever and wherever they want. If we're getting real, we think we may have it! Ignited a smoodi revolution," said Pascal Kriecher, co-founder and CEO of smoodi.



Secret Room Events Nominees Style Lounge Star-Studded Glamour & Luxe Gifts



The gifting suite was brimming with exciting products that catered to every interest. Guests explored offerings from a wide range of brands, including:

- Smoodi – Delivering on-the-go smoothie kits

## CStoreProducts

Food and Beverage Equipment Silver Award: Smoodi by Smoodi

### STRAWBERRY BANANA MADE HEALTHY



The Smoodi machine is novel and innovative, bringing a transparent and fun experience to c-stores where consumers can blend their own healthy smoothie in just 60 seconds for on-the-go nutrition. In addition, this year Smoodi launched three new flavors led in its standard 16-ounce: Strawberry Banana (6gp calories, no added sugar, all real fruit), Peanut Protein (5g grams of protein, 100% plant based) and Magical Mocha (10g grams of protein, 100% plant based). This transforms Smoodi's menu offerings, with its protein flavors acting as meal replacements and Strawberry Banana on track to become Smoodi's best-selling flavor.

## Lucire

Around Hollywood: a happy harvest for Emmy season



The pre-Emmy suites are on again, and Secret Room Events once again held one promoting worthwhile enterprises, including women- and minority-owned businesses.

While Mario Meléndez of Rasta Rita Margarita and Beverage truck served up their famous margaritas to all attendees, Smoodi was on hand to demonstrate their smoothie-making invention and TeaVoila's gourmet teas placed in easy-to-use portable and recyclable cups.

## ConvenienceStore NEWS

smoodi New Flavors



Health and wellness continue to be a top priority for consumers, and convenience stores are stepping up to meet this demand. At the 2024 Emmy Awards Secret Room Events, we showcased the latest in convenience store offerings, including the new Smoodi flavors: Strawberry Banana, Peanut Protein and Magical Mocha. These new flavors offer a blend of all-natural ingredients, no added sugar, and 100% plant-based protein. Smoodi is proud to offer a convenient and healthy option for consumers on the go. For more information on Smoodi, visit [www.getsmoodi.com](https://www.getsmoodi.com).

## Eclipse Magazine

2024 Pre-Emmy Awards Secret Room Events Gifting Lounge



Smoodi - Commercial Smoothie Making Machine - <https://www.getsmoodi.com>



Secret Room Events Celebrates The 2024 Emmys With Gifting Extravaganza

Celebrities and members of the media were gifted artful, handmade face masks from Pharmacy, and fun freeze-dried candy from Andersen's Crazy Candy, as well as beauty and skincare products from Mikel Kristi Skincare which believes that nature holds the key to vibrant and healthy skin; scientifically-proven products from Australian brand SenQui, nurturing skincare by Marigoldub, hyaluronic serums and toners by la di die; and Elixo! natural, vegan body butters and lip balms; the new men's fragrance Gentleman 1677; unique jewelry from Shadowcraft; healthy snack bars from SIMPLE; TeaVoila, offering a new way to enjoy your favorite blends; Smoodi smoothie machine.



# Thank you!

Please reach out with questions

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