



PARADISE

SMOOTHIE, BUBBLE TEA & COFFEE



EVENTS BROCHURE

FOR MORE INFORMATION CONTACT: INFO@PARADISESMOOTHIE.US (239) 400-1115

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BOOK AN EVENT

Have us host your Corporate social, let us be part of your special event (concert, wedding, wedding rehearsals, birthday parties, festivals, convention, grand opening etc.) We've done numerous events for every occasion from all of Paradise Smoothie locations nationwide and countless private functions.

SPECIAL EVENTS

CORPORATE EVENTS

FUNDRAISER EVENTS

**PLEASE CONTACT US AT
INFO@PARADISESMOOTHIE.US
OR CALL OUR
LOCAL STORE LOCATIONS
TO SCHEDULE YOUR
EVENTS!**

SPECIAL EVENTS



**THANK YOU
FOR YOUR
INTEREST IN
PARADISE
SMOOTHIE**

WE'LL TAILOR THE SMOOTHIES TO YOUR SPECIAL DAY!
Your choice between our smoothie trailer and our stylish smoothie bar.

We offer smoothie & bubble tea service with options of the:

- 100 cups event - \$600 (Up to 5 drink categories)
- 150 cups event - \$900 (Up to 8 drink categories)
- 200 cups event - \$1200 (Up to 10 drink categories)
- 500 cups event - \$2500 (Up to 15 drink categories)
- Unlimited cups event - \$5000 (Up to 30 drink categories)

***Crew, Permits and Transportation are addition cost.**

Crew Fees. The base fee is \$150/day* for two crew members, and additional crew members are \$75/ day* for each additional crew member. Day rates assume the crew is on site for no more than 8 hours, including load-in, set up, break down and strike. For events that have us on-site longer than 8 hours crew fees are \$200 for the two crew members, and \$100 for each additional.

Ingredients and Cups. Crew fees include the cost of ingredients or serving cups. Paradise Smoothie will work with you to create a menu and shop for necessary ingredients to serve your crowd size. Paradise Smoothie charges the event fee according to the cup quantity listed above. Your expected crowd size will help us determine ingredient and cup costs. We typically blend our own recipes fresh onsite, but will gladly make a preferred recipe or tailor the beverage to your particular event. Our cups are 24oz sealable cups.

Health Permits. If your event requires a health permit or liability insurance we can also handle that. It is the client's responsibility to pay for health permit fees, either directly to the county or via Paradise Smoothie. To have Paradise Smoothie file the permit for your event and bring necessary gear to pass health inspection fee is base per filing event.

Transportation. We charge a transportation fee for beyond 50 miles city limit of Paradise Smoothie local location. *Transportation cost varies by location.* The least amount we charge is \$50 for gas incentive. We aim to join to all of our events. Unfortunately, some locations are too remote for this.

Space Requirements. Our Smoothie All-In-One Trailer Station will need a 12' x 12' space. This space will fit the typical rectangle table, crew (we'll need a table for preparing ingredients if no trailer permitted), and some extra space for spectators.

CORPORATE EVENTS



THANK YOU
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WE'LL TAILOR THE SMOOTHIES TO YOUR CORPORATE SOCIAL!

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FUNRAISER EVENTS



**THANK YOU
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SMOOTHIE**

WE'LL TAILOR THE SMOOTHIES TO YOUR FUNDRAISER!

10% PROFIT DONATE TO ALL FUNDRAISING EVENTS.

Your choice between our smoothie trailer and our stylish smoothie bar.

We offer smoothie & bubble tea service with options of the:

- 100 cups event - \$600 (Up to 5 drink categories)
- 150 cups event - \$900 (Up to 8 drink categories)
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PARADISE SMOOTHIE

Paradise Smoothie are a humble yet formidable star of Asian cuisine and have won a place in the hearts and minds of all consumers. Traditionally, tea is the Asian way to start the day or end the night. This warm and cold tasty drink represents the very best in the drink experience that Paradise Smoothie is famous for. Bubble Tea are Paradise Smoothie's signature drink! Sometimes referred to as a Bubble Tea, our smoothie and bubble tea are made fresh to order, so fresh or icing sugar and served with a seal-cup of earth green environment made in USA. We don't take any shortcuts when it comes to our bubble tea – that's why we're recognized as doing the best bubble tea in America!



WHY PARADISE SMOOTHIE?

Paradise Smoothie is a bubble tea café brand with a mission to be American's most loved bubble tea experience.

Embracing the best of the traditional Asian tea with a café concept specifically designed for success in the American market, Paradise Smoothie offers quality bubble tea inspired fresh fruit and drinks in a welcoming and vibrant atmosphere within a Asian inspired fit out.

Anyone who has ever experienced the delicious world of Paradise Smoothie knows that our bubble tea inspired menu is delicious, indulgent and incredibly addictive and most importantly served with a side of fun. Like the bubble tea of Asian, Paradise Smoothie is a buzzing social place where friends come to share an experience, celebrate life and indulge together!

The concept has been designed with distinctive branding, product specialization and sophisticated operating systems to develop a successful franchise system. The business has a central Support Team based in Baton Rouge and structure that provides training, operating systems, assessment, marketing support, menu design and development, management accounting and reporting, payroll execution, supplier procurement, fit out design and development assistance and much, much more.

Our model offers people who aspire to own their own business many competitive advantages over being an independent operator, especially the ability to stay focused on what matters most – making your customers happy!

THE OPPORTUNITY

While the market for a “bubble tea” experience in America's prime café and dining precincts and shopping center is mature and competitive, it is characterized by a relatively low number of national operators specializing in bubble tea desserts/drinks, ice cream, smoothie and coffee. Paradise Smoothie delivers to customers a high quality and appealing product range that can successfully compete in a wide variety of different locations and provide customers with a destination to spend quality time with their loved ones and take a break from the stresses of work, family demands and shopping.



PARADISE SMOOTHIE

At a glance



~ at a Glance ~

**+1
MILLION**
CUSTOMERS PER YEAR



PEOPLE RECOGNIZE THE SMOOTHIE

*survey conducted by 10 Thousand Feet January 2014

1 IN 4



TARGET AUDIENCE

10 - 55yrs
Teenagers (30%)

Adults (50%)

Seniors (20%)

PARADISE
SMOOTHIE, BUBBLE TEA & COFFEE



+1/2 MILLION
SMOOTHIES & BOBA TEA CUP SOLD PER YEAR
30% REVENUE
GENERATED FROM SMOOTHIES & BOBA TEA SALES

+85%

**NETWORK
SALES
GROWTH**

*over 4 years to 2016

STORE GROWTH



KEY DRIVERS OF GROWTH



- INCREASED NUMBER OF STORES
- INCREASED PRODUCT RANGE
- INCREASED DEMAND

- SUCCESSFUL MARKETING
- STRONG CUSTOMER LOYALTY
- ECONOMIES OF SCALE



*Source: IBIS World
Industry Report
September 2013

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INDUSTRY IS INSULATED DURING DOWNTURNS
IN DISCRETIONARY INCOME

OUR BRAND

Paradise Smoothie has established a strong and carefully managed brand that offers a unique point of difference in the new form of beverage style retail industry. Paradise Smoothie's Asian heritage allows our brand a genuine sociability. We encourage a sense of belonging, comfort and warmth, excitement and fun, indulgence, passion and a sense of feeling connected. We promise our customers will have fun and feel happy and connected with their loved ones when they visit us or engage with our brand. Our brand and marketing activities and the customer experience is designed to leverage Paradise Smoothie's fun loving, celebratory and sociable Asian heritage and demonstrate that Paradise Smoothie delivers customers a feel-good boost from being with their loved ones and indulging in a sweet treat together! Paradise Smoothie customers are emotionally connected and highly engaged with the Paradise Smoothie brand and see our fresh delicious healthy smoothie & bubble tea recipe as a place where friends come to socialize, celebrate and share and indulge in a fun experience together!

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**TO SHARE THE BEST
SMOOTHIE & BOBA TEA
WITH ALL PEOPLE,
IN THE MOST
DELIGHTFUL WAY.**

EVENT PACKAGE ORDER FORM

Please make a selection below.

Option	100-150 Cups Package
	100 cups event - \$600 (Up to 5 drink categories & 3 toppings)
	150 cups event - \$900 (Up to 8 drink categories & 3 toppings)
	Select Drink Categories
	Smoothies Drink Only
	Fruit Tea & Milk Tea Drink Only (Bubble Tea)
	Select Topping
	Boba / Tapioca Pearl
	Jellies (Lychee, Strawberry, Mango, PassionFruit, Pineapple)
	Popping (Lychee, Kiwi, Strawberry, Mango, PassionFruit, Pineapple)

Option	200-500 Cups Package
	200 cups event - \$1200 (Up to 10 drink categories & 4 toppings)
	500 cups event - \$2500 (Up to 15 drink categories & 6 toppings)
	Select Drink Categories
	Smoothies Drink Only
	Fruit Tea & Milk Tea Drink Only (Bubble Tea)
	Coffee Smoothies Drink Only
	Protein Smoothies Drink Only
	Combination (Smoothies, Fruit Tea, Milk Tea, Coffee, Protein)
	Select Topping
	Boba / Tapioca Pearl
	Jellies (Coffee, Green Apple, Lychee, Mango, PassionFruit, Pineapple, Rainbow, Strawberry)
	Popping (Green Apple, Kiwi, Lychee, Mango, PassionFruit, Pineapple, Rainbow, Strawberry)

EVENT PACKAGE ORDER FORM

Please make a selection below.

Option	600-Unlimited Cups Package
	Unlimited cups event - \$5000 (Up to 30 drink categories & 6 toppings)
	Select Drink Categories
	Smoothies Drink Only
	Fruit Tea & Milk Tea Drink Only (Bubble Tea)
	Coffee Smoothies Drink Only
	Energy Smoothies Drink Only
	Protein Smoothies Drink Only
	Combination (Smoothies, Fruit Tea, Milk Tea, Coffee, Protein)
	Select Topping
	Boba / Tapioca Pearl
	Jellies (Coffee, Green Apple, Lychee, Mango, PassionFruit, Pineapple, Rainbow, Strawberry)
	Popping (Green Apple, Kiwi, Lychee, Mango, PassionFruit, Pineapple, Rainbow, Strawberry)
	Crystal Boba (Original Crystal, Lychee Crystal, Taro Crystal)