

# big ideas

TO JUMP-START SALES  
WITH SMOOTHIES



HOW TO  
*showcase*

WHY *smoothies*  
ARE **HOT!**

*why*  
Minute Maid®  
Smoothies?

*easy*  
TO  
MAKE

*recipes!*

# WHY *smoothies* ARE HOT!



Delicious, fruity, and portable snacks appeal to guests on-the-go. Breakfast and afternoon snack times are ideal occasions to promote Smoothies. Now, it's convenient as well. **Minute Maid® Smoothies** make it easy to add profitable, crowd-pleasing items to your menu.

**Minute Maid® Smoothies** fruit flavors are made with real fruit<sup>2</sup> and fruit juice, which deliver authentic flavor. The product line can be very lucrative, commanding premium pricing.

## *The consumer focus:*

- Complements meals.
- Increases your average check.
- Ideal for on-the-go consumers seeking a meal.
- Breakfast or mid-day and PM snacks.
- Fun treat for snacking or an indulgent dessert.
- Convenient and portable.

Appeals to  
adults and  
families with  
children

**Minute Maid®** is  
the no. 1 fruit and  
vegetable juice brand  
in the world<sup>1</sup>

Made with real  
fruit juices  
and purees<sup>2</sup>

<sup>1</sup> Euromonitor International Limited; total volume sales including retail volume sales in litres based on 2011 data.

<sup>2</sup> Excluding orange and lemon flavors, which are made with fruit juice. Also excluding non-fat vanilla yogurt and vanilla ice cream base.



Place an order now! Call 1-800-241-COKE  
or visit [www.cokesolutions.com](http://www.cokesolutions.com).



IT'S  
*cool* TO  
SHOW OFF

- Smoothies are appealing to the eye, so be sure to display point-of-sale (POS) to drive consumer awareness.
- Clear cups or glasses are a great way to showcase your irresistible treat.
- The Coca-Cola Company provides its customers with high-impact merchandising for **Minute Maid® Smoothies** (like the POS below).



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# Why Minute Maid® *smoothies?*

**Minute Maid®** is a leader in juice and juice drinks and known for innovation.

## Popular

- All **Minute Maid® Smoothies** shelf-stable flavors contain Vitamin C.
- Refresh your menu with endless flavor combinations!
- Appeals to a widespread audience.

## Profitable

- Creates new sales at breakfast, afternoon snack time and dessert.
- Brings fun and excitement to your menu that's worth a premium.
- Signature beverages give guests more reasons to visit!

## Efficient, Reliable, Easy-to-Execute

- **Minute Maid® Smoothies** provide a consistent quality drink every time.
- All you need is **Minute Maid® Smoothies** and blending equipment.
- Simply pour mix over ice and blend!



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*easy* to make

*a huge plus:*

Smoothies are easy with **Minute Maid®**. Simply pour **Minute Maid® Smoothies** mix into a blending jar, add ice and give it a whirl. Garnish with fresh fruit and presto! Watch your customers savor immediate gratification.

**Minute Maid®**  
*Smoothies*

18 frozen flavors and 3 shelf-stable flavors



**Frozen Flavors**

*Easy to Make!*  
*Click [here](#) to watch video.*

**Shelf-Stable Flavors**

*Easy to Make!*  
*Click [here](#) to watch video.*



**Blender Programs**

**Equipment options**

Minute Maid® Smoothies work in any blender. The Coca-Cola Company has negotiated special pricing for blending equipment. Contact your Coca-Cola representative to learn more.



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# recipes

For more delicious ideas,  
check out [The Recipe Box](#)



## Green Smoothie Tropical Blend with Spinach

Recipe (16 oz)

7 fl oz	Minute Maid® Smoothies Tropical mix*
1/2 cup	Spinach
8 oz	Ice
Garnish	Pineapple slice

## Mango Yogurt Smoothie

Recipe (16 oz)

5 fl oz	Minute Maid® Smoothies Mango mix*
3 fl oz	Minute Maid® Smoothies Nonfat Vanilla Yogurt mix*
8 oz	Ice
Garnish	Mango chunks

## Frozen Strawberry or Blueberry Lemonade

Recipe (16 oz)

6 fl oz	Minute Maid® Smoothies Frozen Strawberry (or Blueberry) Lemonade mix*
12 oz	Ice

## Pomegranate Berry Yogurt Smoothie

Recipe (16 oz)

5 fl oz	Minute Maid® Smoothies Pomegranate Berry mix*
3 fl oz	Minute Maid® Smoothies Nonfat Vanilla Yogurt mix*
8 oz	Ice
Garnish	Blueberries, Raspberries

## Pomegranate Berry Peach Smoothie

Recipe (16 oz)

3 fl oz	Minute Maid® Smoothies Pomegranate Berry mix*
2 fl oz	Minute Maid® Smoothies Peach mix*
16 oz	Ice

## Tropical Paradise Smoothie

Recipe (16 oz)

3 fl oz	Minute Maid® Smoothies Tropical mix*
3 fl oz	Minute Maid® Smoothies Mango mix*
3"	Banana
16 oz	Ice

## Strawberry Milkshake

Recipe (16 oz)

4 fl oz	Minute Maid® Smoothies Strawberry mix*
2 fl oz	Minute Maid® Smoothies Vanilla Ice Cream mix*
12 oz	Ice
Garnish	Strawberries, diced



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\*All mixes are frozen, except for Mango, Strawberry and Strawberry Banana, which comes in both frozen and shelf-stable.