

Marketing & Merchandising Tips

- ✓ Use our smoothie labels to identify different flavors.
- ✓ Have smoothie tastings to introduce students to new flavors and generate excitement.
- ✓ Display daily options using point of sale materials.
- ✓ Have students “name the smoothie,” award prizes and put your favorite name on the menu.
- ✓ Use our smoothie club cards, and reward students who purchase 10 smoothie meals.
- ✓ Host a “smoothie blend-off” contest. Check out our blend-off guide to learn how.
- ✓ Spread the word about your smoothies using our social media sample posts.
- ✓ Name smoothies after the school mascot or a favorite staff member.
- ✓ Make holiday smoothies: use strawberries for Valentine's Day and spinach for St. Patrick's Day.
- ✓ Create smoothie parfaits with contrasting color layers.
- ✓ Make smoothies in school colors or serve in school logo cups.
- ✓ Garnish with a paper parasol or a fruit chunk for holidays or special occasions.
- ✓ Sprinkle with cinnamon, nutmeg, or cocoa powder.
- ✓ Celebrate with fun straws.

