BLEND • TEST • REPEAT

SMOOTHIE GUIDE

Test local demand.

Price each blend.

Build repeat business.

MARKET | MENU | OPERATIONS

Veteran's Strategic Solutions LLC

START HERE

How to Use This Guide

Read the core guide first. Then use the operating worksheets to test demand, plan the equipment budget, price an order, invoice the customer, record production and track repeat business.

01 **MARKET**

02 **MENU**

03 **MARGIN**

04 **REPEAT**

MISE EN PLACE | Portion ingredients before the rush begins.

MODULE	PURPOSE
Core guide	Test the market, choose the smallest viable format and understand the verified cost and pricing ranges.
Startup checklist	Move from local validation to a controlled pop-up or kiosk test.
Budget + order tools	Capture equipment, ingredients, pricing, authorization and payment.
Logs + safety	Record batches, orders, leads, follow-up and local compliance questions.

CORE GUIDE 01

The Bet

01 LOOK

02 ASK

03 TEST

04 DECIDE

A Note on the Source Flyer

This flyer is explicitly written for one local market — it names neighborhoods, suggests a local business name, and targets gyms and office parks assumed to exist at that market's density. None of that transfers directly. What follows is rebuilt around your actual local market.

Core assumption that must be true: That there's room for a smoothie business locally — and the honest market check shows this needs to be answered separately for each town, because they can look completely different.

Fastest zero-budget way to test it: Note where the competition actually is. A market may have dedicated smoothie businesses, national chains, and nutrition shops — a genuinely saturated smoothie market. Another market may have no dedicated smoothie business in a search. That's the real signal: one market may be full, another may not be.

PRODUCTION CONTROL | Standardize each blend before pricing it.

CORE GUIDE 02

Demand Before Footprint

01 RISK

02 VOICE

03 OFFER

04 PROVE

Three biggest reasons this fails before you spend a dollar:

- 1. A smoothie market may be crowded with national chains and a beloved local spot. National chains are established brands with brand recognition and marketing budgets a new local operator can't match head-on. A local favorite may have genuine local love built over time.
- 2. Your market may appear to have a real gap — but that needs confirming, not assuming. No dedicated smoothie shop may turn up in a search. That could mean real opportunity, or it could mean the demand isn't there to support one. A gap in search results isn't the same as confirmed demand.
- 3. The flyer's retail-store cost tier ($50,000–$150,000+) assumes a market that can fill that footprint — worth testing at the kiosk/mobile tier first ($10,000–$30,000) rather than committing to a full storefront on an unconfirmed market.

MOMENT OF TRUTH | Test the offer with a real paying customer.

CORE GUIDE 03

Who Pays, In Their Own Words

01 NEED

02 ACCESS

03 VALUE

04 RETURN

CUSTOMER LANGUAGE

"I want something fast and healthy before my day, not another gas station coffee." "There's nowhere nearby to get a real smoothie — I have to drive to another town." "I want protein, not sugar syrup dressed up as healthy."

That second line is the one to verify directly — ask around whether residents currently drive outside the area for this, which would confirm real unmet local demand.

The Smallest Version You Can Charge For

A small kiosk or mobile cart in your market, not a storefront in a crowded neighboring market. Competing in a saturated market means fighting established brands on their own turf. The real opening, if it exists, is an underserved local market, with a customer base that currently has to leave town for this.

Path to your first paying customer: a mobile or pop-up presence at job fairs and events first — direct access to a customer base, limited additional marketing spend, and a genuine test of whether the local gap is real.

QUESTION	FIELD NOTE
Where do people buy smoothies now?	
What trip or inconvenience do they describe?	
Which format can test demand without a storefront?	
What would make them return?	

CORE GUIDE 04

What It Actually Takes

01 EQUIP

02 FORMAT

03 SUPPLY

04 PRICE

ITEM	EST. COST	NOTES
Commercial blender, refrigeration, prep equipment	Included in kiosk startup range below	
Small kiosk/mobile setup	$10,000–$30,000	The realistic entry tier — test here before considering a full retail buildout
Retail storefront	$50,000–$150,000+	Not a starting point — only relevant if the kiosk tier proves demand
POS system, cups/lids/straws, storage	Included in the kiosk range	
Ingredient sourcing (fruit, protein powder, dairy/non-dairy)	Ongoing operating cost	Local grocery wholesale or a produce distributor — price both before committing to a supplier

Pricing

Per the flyer’s own example, ingredient cost of $1.50–$2.50 against a $7–$12 selling price gives real margin (65–80% gross) if volume supports it — but that margin only works with consistent foot traffic, which is exactly the open question in your market.

MARGIN CHECK

Ingredient cost → selling price → gross margin → repeat volume. Record the real numbers before expanding.

CORE GUIDE 05

First 90 Days and the One Metric

01 ASK

02 POP UP

03 REPEAT

04 DECIDE

WINDOW	ACTION
Days 1–14	Ask directly — at job fairs, in local networks — whether people currently drive outside the area for a smoothie. This confirms or kills the core assumption fast.
Days 15–45	If confirmed, test at the mobile/pop-up tier at events before any kiosk lease commitment.
Days 46–90	If the pop-up shows real repeat interest, consider a small local kiosk. Do not skip straight to a storefront.

THE ONE METRIC

Repeat customers at the pop-up stage, not one-time novelty purchases. A smoothie business lives or dies on regulars, not first tries.

Honest Assessment

A local flyer’s market framing does not transfer, but the underlying question is clear once you compare towns: one market may be genuinely crowded with national chains and a beloved local shop — not worth entering head-on. Another may show no dedicated competitor in a search, which is either a real gap or an unconfirmed absence of demand. That distinction is worth testing at the lowest-cost tier, a pop-up at events, before committing real capital to either a kiosk or a storefront.

WORKSHEET 01

Startup Checklist

01 VALIDATE

02 PLAN

03 POP UP

04 REVIEW

DONE	ACTION	OWNER / DATE / NOTES
☐	Map dedicated smoothie sellers, national chains and nutrition shops in the local market.	
☐	Ask whether residents leave the area to buy smoothies.	
☐	Choose a mobile, pop-up or kiosk test before considering a storefront.	
☐	Define the initial menu and ingredient list.	
☐	Price both grocery wholesale and produce-distributor sourcing.	
☐	Plan blender, refrigeration, prep, POS, packaging and storage needs.	
☐	Calculate ingredient cost and selling price for each offer.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Run the first pop-up and record new versus repeat customers.	
☐	Use repeat-customer evidence to decide whether a kiosk is justified.	

WORKSHEET 02

Equipment and Startup Budget Worksheet

01 EQUIP

02 SUPPLY

03 FORMAT

04 TOTAL

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Commercial blender				
Refrigeration				
Prep equipment				
POS system				
Cups / lids / straws				
Storage				
Fruit / protein powder / dairy / non-dairy				
Mobile / kiosk setup				
Licensing / zoning / tax setup [VERIFY]				
Contingency				
TOTAL				

VERIFIED RANGE

Small kiosk/mobile setup: $10,000–$30,000. Retail storefront: $50,000–$150,000+.

WORKSHEET 03

Pricing and Order Estimate Template

01 COST

02 PRICE

03 COUNT

04 AUTHORIZE

CUSTOMER / EVENT	ORDER DATE	ESTIMATE #

MENU ITEM / SERVICE	QTY	UNIT COST	UNIT PRICE	AMOUNT
Smoothie item 1				
Smoothie item 2				
Smoothie item 3				
Protein / add-on				
Catering / event service				
Delivery / setup				
Other				
			TOTAL	

PRICE TEST

Source example: $1.50–$2.50 ingredient cost against a $7–$12 selling price. Replace with actual recipe cost before quoting.

WORKSHEET 04

Customer Invoice Template

01 **SELLER** ______

02 **ORDER** ______

03 **TOTAL** ______

04 **PAID** ______

SELLER	CUSTOMER
Business: ______________________ Address: ______________________ Email: ______________________	Name: ______________________ Billing address: ______________________ Email: ______________________

INVOICE #	ORDER / EVENT DATE	DUE DATE	STATUS

DESCRIPTION	QTY	RATE	AMOUNT
Smoothies / beverages			
Add-ons			
Catering / event service			
Delivery / setup			
Other			
		Subtotal	
		Tax	
		TOTAL	

ORDER CLOSEOUT

Delivery / pickup, quantities, payment status, customer acceptance and follow-up: ______________________

WORKSHEET 05

Production and Batch Log

01 PREP

02 BLEND

03 SERVE

04 RECORD

FIELD	DETAIL
Date / shift / operator	
Location / event	
Menu item / batch ID	
Ingredient quantities	
Units prepared	
Units sold / remaining	
Ingredient cost	
Sales revenue	
Customer comments	
Repeat customers observed	
Waste / variance / follow-up	

WORKSHEET 06

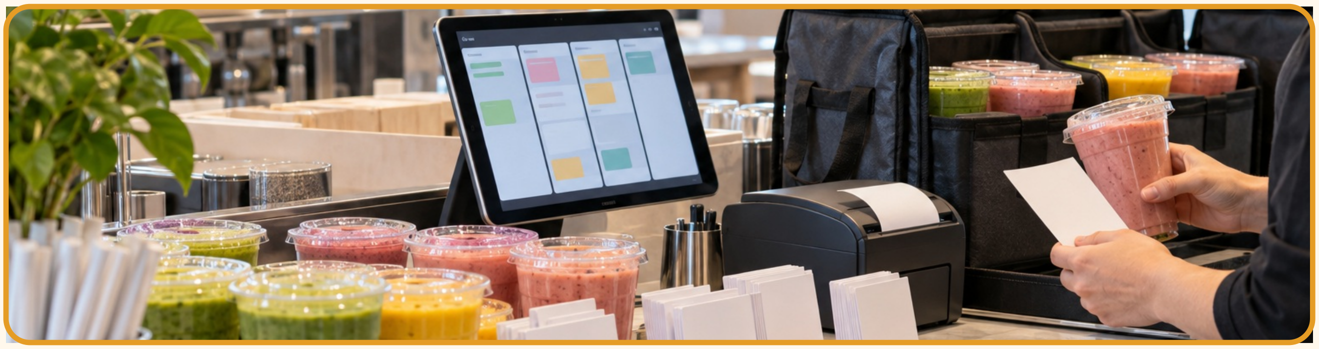
Lead and Order Tracker

01 LEAD

02 QUOTE

03 ORDER

04 REPEAT



ORDER FLOW | Stage, verify and release each pickup or event order.

DATE	CONTACT / EVENT	SOURCE	NEED / QTY	STATUS	NEXT ACTION

ONE METRIC

Repeat customers at the pop-up stage, not one-time novelty purchases.

WORKSHEET 07

Compliance and Food-Safety Check

01 RULES

02 SOURCE

03 CONTROL

04 RECORD

Check licensing, zoning, and tax rules for your own city and state before starting.

AREA	QUESTION TO ANSWER	STATUS / NOTES
Business format	Which rules apply to a pop-up, mobile cart, kiosk or storefront? [VERIFY]	
Food permit	What food-service permits and inspections apply? [VERIFY]	
Approved preparation	Where may ingredients be stored, prepared and blended? [VERIFY]	
Ingredient controls	How will ingredients, allergens and substitutions be documented? [VERIFY]	
Temperature controls	What storage, transport and service limits apply? [VERIFY]	
Cleaning	What cleaning, sanitation and handwashing procedures apply? [VERIFY]	
Taxes	Which sales-tax registration and collection rules apply? [VERIFY]	
Records	Where will supplier, batch, order, invoice and follow-up records be retained?	

FINAL DASHBOARD

Your First 90 Days

01 DAYS 1–14

02 DAYS 15–45

03 DAYS 46–90

04 DECISION

WINDOW	COMMITMENT	RESULT / DECISION
Days 1–14	Ask directly whether people currently drive outside the area for a smoothie.	
Days 15–45	If confirmed, test at the mobile/pop-up tier before any kiosk lease commitment.	
Days 46–90	If the pop-up shows real repeat interest, consider a small local kiosk.	
Decision	Do not skip straight to a storefront.	

DASHBOARD	TARGET / PLAN	ACTUAL
Pop-up customers		
Repeat customers		
Ingredient cost		
Selling price		
Next decision		

DECISION RULE

The pop-up must prove repeat interest before a kiosk; the kiosk must prove demand before a storefront.