



BRAND HISTORY

The Surf City Squeeze® founder was both an entrepreneur and accomplished tri-athlete with a passion for fueling the body with the proper vitamins and minerals for an active lifestyle. He saw potential and profits in offering consumers both delicious and nourishing fruit smoothies and energizing sports drinks. In the early 1980s he turned his passion into a reality by founding Surf City Squeeze®, offering customers nutrient-packed smoothies that are equally full of flavor with the mission of keeping customers' taste buds satisfied while also keeping their bodies healthy.

The Surf City Squeeze menu promotes overall well-being to keep customers motivated to ride waves, hit the gym or simply take on their day-to-day routines. While other drinks can cause wipe outs, Surf City Squeeze smoothies offer feel-good and beneficial refreshment. The cornerstone of Surf City Squeeze is the brand's signature smoothie mix, which is used in 90 percent of the menu. Made with real fruit, vitamins and minerals, Surf City Squeeze smoothies are as nutritious as they are delicious. And with supplement options such as whey protein, ginseng and wheatgrass, smoothies can be customized to cater to any customer's specific health goals. Surf City Squeeze continues to offer tasty and nourishing smoothies and more.

Today, there are more than 100 Surf City Squeeze stores in operation across the United States. Surf City Squeeze is now a subsidiary of Kahala Brands, one the fastest growing franchising companies in the world which was founded by the same athletic entrepreneur that began this smoothie concept. Though Surf City Squeeze continues to grow and expand, the brand's fundamentals of offering delicious and nourishing smoothies and more remain the same.