



GENERAL TALKING POINTS

- In the early 1980s Surf City Squeeze® was founded in Phoenix, Arizona by an accomplished tri-athlete and passionate entrepreneur.
- The brand's mission is to keep customers' taste buds satisfied with fresh, quality smoothies while keeping their bodies nourished for an active lifestyle.
- Today, there are more than 100 Surf City Squeeze locations operating across the United States.
- Surf City Squeeze offers a product menu of nutritious fruit smoothies and energizing sports drinks highlighting 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's beverages are made from the freshest and highest quality ingredients available.
- Supplements such as whey protein, ginseng and wheat germ can be added to any smoothie to offer a variety of health benefits to customers.