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Planet Smoothie Features Three Low Calorie, High Protein Smoothies

Balanced Smoothies contain 340 calories or less and are featured for a limited time

Scottsdale, Ariz. (Jan. 2, 2017) – Planet Smoothie® (www.PlanetSmoothie.com) introduces three *Balanced* Smoothies for health conscious consumers, two of which are made using PB2®, a one of a kind powdered peanut butter that’s full of all the great nutrients and flavor. *Balanced* Smoothies are featured for a limited time beginning Jan. 2, 2017.

The Big Bang, Mountain Man Crunch Lite and Chocolate Elvis Lite, which is a lighter version of Planet Smoothie’s No. 1 selling smoothie, all contain 340 calories or less and have *Balanced* fat-carbohydrate-protein ratios, creating three low calorie, high protein offerings.

“Customers are going to love our three *Balanced* Smoothies, especially as those New Year’s resolutions start to kick in,” said Nicole Butcher, national marketing manager for Planet Smoothie. “The Big Bang is a current customer favorite filled with delicious and healthy ingredients like strawberries, bananas and whey protein, while the Mountain Man Crunch Lite and Chocolate Elvis Lite feature PB2® to create lighter versions of two of our most popular smoothies.”

Promotional Smoothies:

- **Big Bang** – Strawberries, Bananas, Vanilla, Whey Protein
- **Mountain Man Crunch Lite** – Almond Milk, PB2® Powdered Peanut Butter, Bananas, Granola, Honey and Nonfat, No Sugar Added Frozen Yogurt
- **Chocolate Elvis Lite** – Cocoa, PB2® Powdered Peanut Butter, Bananas, Nonfat Milk and Nonfat, No Sugar Added Frozen Yogurt

Planet Smoothie continues to bring new, innovative products, like PB2®, to customers, while maintaining an emphasis on using high quality ingredients to create flavorful, health minded options. *Balanced* Smoothies are featured for a limited time only now through April 30, 2017 at participating Planet Smoothie locations.

About Planet Smoothie

Planet Smoothie®, intent on redefining the smoothie category, is among the country's top smoothie concepts. The brand appeals to a demographic of loyal, active and occasion-driven customers who want to live a healthier lifestyle. Planet Smoothie offers real fruit smoothies with lower calorie, lower sugar, and higher protein options, giving customers a quick, portable snack or meal replacement. The brand's menu is organized into lifestyle categories to assist customers in finding the smoothie that helps them to achieve their personal goals, including protein, energy,

and Planet Lite™ categories. The Planet Smoothie brand operates approximately 110 locations in 18 states. In 2015, Planet Smoothie was acquired by Scottsdale, Arizona-based Kahala Brands™, one of the fastest growing franchising companies in the world with a portfolio of 18 quick-service restaurant brands and approximately 2900 locations in 28 countries.

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