

The logo for Planet Smoothie, featuring the words "Planet Smoothie" in a stylized, pink, bubbly font.

tasti D·lite®

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**CO-BRANDED PLANET SMOOTHIE & TASTI D-LITE TO OPEN IN WEST LOS ANGELES**

*Grand Opening Celebration in Santa Monica on November 7*

**Scottsdale, Ariz. – (November 5, 2015)** Kahala Brands™ ([www.KahalaBrands.com](http://www.KahalaBrands.com)) is excited to announce the opening of Planet Smoothie® ([www.PlanetSmoothie.com](http://www.PlanetSmoothie.com)) and Tasti D-Lite™ ([www.TastiDLite.com](http://www.TastiDLite.com)) in Santa Monica, Calif. on Saturday, November 7.

The co-branded store is located on the corner of 6<sup>th</sup> and Wilshire, in the heart of the hip neighborhood of Santa Monica. "To celebrate the grand opening, we will offer FREE Tasti D-Lite from Noon to 5 p.m., as well as gift bags for the first 150 customers through the door," said Julie Hoefling, director of marketing for Planet Smoothie & Tasti D-Lite. "We are thrilled about opening in Santa Monica. We know these brands will be very successful in this area because many consumers are searching for ways to live healthier lives and Planet Smoothie & Tasti D-Lite want to make it easier for people to do so while enjoying great tasting products."

Kahala Brands™ acquired Planet Smoothie and Tasti D-Lite in June and relocated the corporate office from Brentwood, Tennessee, to the Kahala Brands headquarters in Scottsdale, Arizona. The acquisition of the two brands expands Kahala Brands' smoothie concept portfolio to four nationally recognized brands, strengthening its leadership position in the healthy treats segment.

The first Planet Smoothie store opened in Atlanta in 1995 using real fruits and vegetables, as well as its own line of proprietary sweeteners and supplements in its smoothies that are blended fresh-to-order. Most of Planet Smoothie's Energy Smoothies are made with a special proprietary *Energy Blast* mix that includes guarana, ginger and white willow bark, along with ancient rainforest plants and a blend of minerals and supplements.

Tasti D-Lite started in New York City nearly three decades ago by offering a creamy, sweet treat lower in calories, carbohydrates, and sugar. Tasti D-Lite's proprietary formula is made with high quality ingredients and no artificial sweeteners and most of the 75 available flavors are gluten free.

## **About Planet Smoothie**

Planet Smoothie<sup>®</sup>, 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 Lite categories. The Planet Smoothie brand operates approximately 110 locations in 18 states and Tasti D-Lite has approximately 30 locations.

## **About Kahala Brands**

Headquartered in Scottsdale, Arizona, the Planet Smoothie brand is a subsidiary of Kahala Brands<sup>™</sup>, one of the fastest growing franchising companies in the world, with a portfolio of 17 quick-service restaurant brands with approximately 2900 locations in over 26 countries including: Cold Stone Creamery<sup>®</sup>, Blimpie<sup>®</sup>, TacoTime<sup>®</sup>, Samurai Sam's Teriyaki Grill<sup>®</sup>, The Great Steak & Potato Company<sup>™</sup>, NrGize Lifestyle Cafe<sup>®</sup>, Surf City Squeeze<sup>®</sup>, Johnnie's New York Pizzeria<sup>™</sup>, Cereality<sup>®</sup>, Kahala Coffee Traders<sup>™</sup>, Maui Wowi Hawaiian<sup>®</sup>, Frullati Cafe & Bakery<sup>™</sup>, Rollerz<sup>®</sup>, Ranch One<sup>®</sup> and America's Taco Shop<sup>®</sup>.

For more information about Planet Smoothie, visit [www.PlanetSmoothie.com](http://www.PlanetSmoothie.com).

For more information about Tasti D-Lite, visit [www.TastiDLite.com](http://www.TastiDLite.com)

For more information about Kahala Brands, visit [www.KahalaBrands.com](http://www.KahalaBrands.com).

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