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Planet Smoothie Rolls Out Smoothie Bowls Nationwide

The wholesome menu item will be available for a limited time only

SCOTTSDALE, Ariz. (Sept. 4, 2017) – Planet Smoothie® (www.PlanetSmoothie.com) rolls out Smoothie Bowls nationwide for a limited time, beginning Sept. 4. Previously available at select locations, customers everywhere can now enjoy Smoothie Bowls until the end of the year.

The **Amazon Kick Bowl** and **Nutty Brazilian Bowl** both feature Sambazon® açai, the first and only certified organic, fair trade açai, and are both a heartier take on their smoothie counterparts, with all the same delicious ingredients blended together. The **Daybreak Crunch Bowl** includes fresh fruit, Greek yogurt and whole grain oats. All three bowls can be customized with add-ins such as leafy greens and toppings like coconut or honey.

“We are thrilled to bring Smoothie Bowls to all Planet Smoothie locations for a limited time,” said Nicole Butcher, national marketing manager for Planet Smoothie. “All three of them are a refreshing and satisfying option for breakfast, lunch, or even a mid-day snack.”

Sambazon is the first and only company to bring their certified organic and fair trade açai, a Brazilian superfruit, to the U.S. and is committed to sustainable management of the Brazilian Amazon where the fruit is grown. The company is structured with a triple bottom line business philosophy, reinvesting five percent of the raw açai they purchase back into local schools and hospitals, while supporting more than 20,000 local family farmers on fair trade wages, according to their website.

Promotional Smoothie Bowls

- **Amazon Kick Bowl** – açai, blueberries, strawberries, bananas topped with granola & bananas
- **Daybreak Crunch Bowl** – strawberries, bananas, Greek yogurt, whole grain oats topped with chia seeds & granola
- **Nutty Brazilian Bowl** – açai, peanut butter, bananas topped with granola & bananas

Smoothie Bowls are available nationwide now through Dec. 31, 2017.

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 over 20 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 22 quick-service restaurant brands and approximately 2900 locations in 28 countries.

For more information about Planet Smoothie, Please visit: www.PlanetSmoothie.com.

For more information about Kahala Brands, please visit: www.KahalaBrands.com.

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