

# Refreshment Redefined





# Aloha!

## We are Smartfruit

Born in the vibrant heart of New York City, Smartfruit is on a mission to redefine what real fruit beverages should be. Our clean-label products are crafted from premium, certified Non-GMO fruit, with no added sugar or preservatives delivering the pure and authentic taste of nature. Smartfruit enables businesses to enhance their beverage menu with healthier, high-quality options that customers truly crave.

### Core Values

We believe fruit is perfectly wonderful on its own and that nature knows best. This belief guides everything we do, including the way we craft our products. Made with real fruit and free from added sugars, preservatives, additives, or GMOs, each product stays true to its natural roots. To enhance the benefits even further, we boost our products with powerful functional superfoods that support optimal nutrition and a healthier lifestyle - just as nature intended.

### Sustainability

We are committed to improving both personal and planetary well-being by taking real steps to reduce our environmental impact. From recyclable packaging to minimizing production waste, we design our products with sustainability in mind. By using responsibly sourced ingredients and eco-conscious manufacturing practices, we help conserve water, energy, and other vital resources. It is our responsibility to protect the planet and ensure its health for generations to come.

### ONETREEPLANTED

Nature gives us so much, so we believe it is only fair to give back. In 2022, we partnered with One Tree Planted, a global organization committed to reforestation. Through this partnership, we're helping plant at least 10,000 fruit trees every year. It's our way of supporting cleaner air, stronger communities, and a more sustainable planet for generations to come.

### FEED THE CHILDREN

For over a decade, we've been proud to partner with Feed the Children, a nonprofit dedicated to ending childhood hunger and poverty. Each year, we donate Smartfruit products to help provide real nourishment to families in need. Because every child deserves the chance to grow strong, dream big, and live a full life—and we're committed to helping make that a reality.

# Purée Mix

Smartfruit 100% Real Fruit Purées are all about great flavor, nutrition and convenience. Smartfruit is made with certified Non-GMO ingredients, no added sugars, preservatives, artificial colors or flavors. Use Smartfruit to make Smoothies, Juices, Frappés, Ice Tea, Frozen Yogurt, Italian Soda, Cocktails, Chai, Parfaits, Garnishes and much more!

Purée Mix



## Nutrition Powered by Nature

- 100% REAL FRUIT JUICE†
- NO ADDED SUGAR
- 3 FRUIT SERVINGS\*
- Made With NATURAL INGREDIENTS
- NO PRESERVATIVES
- FAT FREE\*
- GLUTEN FREE
- VEGAN
- 24 MONTHS SHELF STABLE
- MADE IN USA
- KOSHER
- NON GMO VERIFIED



No Added Sugar

3 Fruit Servings\*

100% Non-GMO Fruit

Superfood Boost

† 100% juice when properly reconstituted

\* Per 16 fl oz smoothie \* Aloha Pineapple contains fat

# How to Make a Perfect Smoothie

Follow these easy steps for a creamy textured 16 oz drink in just 60 seconds!

Step 1  
**4 fl oz**  
of Smartfruit



Step 2  
**3 fl oz**  
of water or milk  
(4oz for less sweetness)



Step 3  
**16 oz**  
of ice



**1** BOTTLE = **12** SMOOTHIES or **30** CUPS OF JUICE

## Easy to Use

Say goodbye to peeling, cutting, and managing perishable fruit. With Smartfruit Purée Mix, all you need is ice and a blender. Just blend for 60 seconds to deliver consistently delicious smoothies.

## Nutritious & Functional

Every 16 oz smoothie made with Smartfruit Purée Mix delivers three servings of real fruit and veggies. Made from 100% non-GMO fruit and enhanced with functional superfoods, our blends contain no added sugar, no artificial colors or flavors, and no preservatives.

## Profitable

Smartfruit Purée Mix is shelf-stable for up to 24 months, helping you reduce waste, simplify storage, and streamline your inventory. Our easy-to-use portion control pumps ensure consistent servings and minimize overuse, making every smoothie more cost-effective.

AVERAGE COST	.....	\$1.62*
RETAIL PRICE	.....	\$5.99
GROSS PROFIT	.....	\$4.37

**300% Markup**

\* Per 16 fl oz Smoothie

Purée Mix



Elevate your entire beverage menu with just one *smart product!*

Purée Mix



### Aloha Colada

- 4 oz Smartfruit Aloha Pineapple
- 1 oz Coconut Milk
- 3 oz White Rum
- 16 oz Crushed Ice

Blend and Pour



### Blooming Berry Fizz

- 2 oz Smartfruit Blooming Berry
- 6 oz Soda Water
- 2 Muddled Blackberries
- 8 oz Crushed Ice

Shake and Pour



### Harvest Detox Smoothie

- 4 oz Smartfruit Harvest Greens
- ½ Ripe Avocado
- 16 oz Crushed Ice
- 4 oz Plant-Based Milk

Blend and Pour



### Summer Strawberry Lemonade

- 2 oz Smartfruit Summer Strawberry
- 8 oz Lemonade
- 8 oz Crushed Ice
- Lemon Slices

Shake and Pour



### Perfect Peach Tea

- 2 oz Smartfruit Perfect Peach
- 8 oz Cold White, Green, or Black Tea
- 8 oz Crushed Ice
- Peach Wedges

Shake and Pour



### Strawberry Bananza Shake

- 3 oz Smartfruit Strawberry Bananza
- 4 oz Whole Milk
- 4 oz Vanilla Ice Cream
- 16 oz Crushed Ice

Blend and Pour



### Tropical Boba Tea

- 2 oz Smartfruit Tropical Harmony
- 4 oz Cold Black Tea
- 4 oz Milk
- Tapioca Pearls
- 8 oz Crushed Ice

Shake and Pour



### Frozen Strawberry Daiquiri

- 4 oz Smartfruit Summer Strawberry
- 1 oz Lime Juice
- 3 oz White Rum
- 16 oz Crushed Ice

Can Be Blended or Batched in a Granita Machine

# Many Flavors, Many Benefits

## \* ENERGY

Some flavors include B vitamins to fight fatigue & support lasting energy. Some contain other natural stimulants that boosts vitality.

## \* ANTIOXIDANT

A powerful blend of superfruits like Acai, Goji, Acerola, and Maqui berries to support overall wellness.

## \* PREBIOTIC

Heart-healthy oat fiber and fiber from gum acacia to aid digestion, reduce inflammation, and support gut health.

## \* HYDRATION

Some flavors feature aloe vera for digestion and support immune health. Others contain coconut water, for hydration & promote heart health.

## \* DETOX

Nutrient-rich Spirulina and leafy greens contain vitamins and detoxifying properties help cleanse & refresh.

## \* IMMUNITY

A powerful immunity boost with Zinc, Vitamin C, and Selenium to help strengthen your body's natural defenses.

Purée Mix



Perfect Peach

+ ENERGY

Sun Ripe Peaches



Superfruit Allstars

+ ENERGY

Blueberries, Pomegranate, Acai Berries, Goji Berries



Aloha Pineapple

+ PREBIOTIC

Pineapple, Coconut, Banana



Strawberry Bananza

+ PREBIOTIC

Strawberry, Banana



Sunny Banana

+ PREBIOTIC

Sun Ripe Bananas



Summer Strawberry

+ ANTIOXIDANT

Sun Ripe Strawberries



Blooming Berry

+ ANTIOXIDANT

Strawberry, Blueberry, Raspberry



Tropical Harmony

+ HYDRATION

Papaya, Guava, Passion Fruit, Pineapple



Harvest Greens

+ DETOX

Kiwi, Cucumber, Kale, Spinach, Lemongrass, Apple, Banana



Mellow Mango

+ IMMUNITY

Mango, Banana

## What's Trending?

- ✳ **Functional Beverages**  
Expect to see more beverages infused with ingredients that provide specific health benefits.
- ✳ **Plant-Based Options**  
Vegan and vegetarian options are becoming increasingly popular, with consumers seeking diverse and flavorful plant-based alternatives.

- ✳ **Lower Alcohol & Non-Alcoholic Options**  
Demand for low-alcohol and non-alcoholic beverages is rising, driven by health-conscious consumers.
- ✳ **Inventory Management**  
Most businesses prefer to consolidate their flavoring inventory and raw materials as much as possible with one product line, to save costs.

## The Healthier Choice

In 2022, the FDA began requiring brands to list added sugars separately, giving consumers a clearer look at what's really inside. That shift confirmed what many suspected: most products are loaded with added sugar or artificial sweeteners. Smartfruit is different. With 0g added sugar, no preservatives, and nothing artificial, we stay true to the fruit, making Smartfruit the cleanest, most honest option on the market. It's a difference your customers will notice and one you can proudly highlight right on your menu.

Nutrition Facts	
48 servings per container	
<b>Serving size</b>	<b>1.0 fl oz (30mL)</b>
(Makes 5.0 fl oz of blended beverage)	
Amount Per Serving	
<b>Calories</b>	<b>70</b>
% Daily Value*	
<b>Total Fat</b> 0g	<b>0%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> 17g	<b>6%</b>
Dietary Fiber 1g	4%
Total Sugars 16g	
Includes 0g Added Sugars	0%
<b>Protein</b> <1g	
Vitamin D 0mcg	0%
Calcium 4mg	0%
Iron 0mg	0%
Potassium 90mg	2%
Vitamin A 60mcg	6%
Vitamin C 7mg	8%

\*% Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Total Carbohydrate	17g
Dietary Fiber	1g
Total Sugars	16g
Includes 0g Added Sugars	
Protein	<1g
Vitamin D	0mcg 0%
Calcium	4mg 0%
Iron	0mg 0%
Potassium	90mg 2%
Vitamin A	60mcg 6%
Vitamin C	7mg 8%

Purée Mix



## Let's Keep a Clean Label

In recent years, more cafes and restaurants have started adding real fruit beverages to their menus and today's consumers are seeking cleaner options with no added sugars or unnecessary additives. At Smartfruit, we're committed to keeping it simple - just the fruit, and nothing but the fruit.



# Refreshers

Smartfruit Refreshers are lightly caffeinated blended fruit mix, made with no added sugars, GMO's, artificial sweeteners, colors, flavors or preservatives. Our Refreshers are infused with hydrating coconut water and powered with energy-boosting green coffee bean extract.

Refreshers



## Hydrate Happily, Energize Naturally



LOW CAL



30% REAL  
FRUIT JUICE\*



HYDRATING



ENERGIZING



NO ADDED  
SUGAR



Made With  
NATURAL  
INGREDIENTS



NO  
PRESERVATIVES



FAT  
FREE



GLUTEN  
FREE



VEGAN



18  
MONTHS  
SHELF  
STABLE



MADE  
IN USA



KOSHER



NON  
GMO  
Project  
VERIFIED  
nongmoproject.org

NON  
GMO



Hydrating

Energizing

Only 50  
Calories\*

30% Real  
Fruit Juice

\* Per 12 fl oz Refresher

# How to Make a Perfect Refresher

Follow these easy steps for an energizing and hydrating 16 fl oz drink in just 60 seconds!



1 BOTTLE = 16 REFRESHERS\*

## Easy & Versatile

With Smartfruit Refreshers, all you need is a shaker and 60 seconds to craft a refreshing, energizing drink your customers will love. Serve with soda water for a crisp, bubbly experience, blend with milk for a creamy twist, mix with lemonade for a tangy punch, or shake up a fruit-forward cocktail. For added flavor, take it up a notch with freeze-dried fruit.

## Hydrating & Energizing

Each bottle is infused with naturally hydrating coconut water, rich in electrolytes, essential vitamins, and minerals. Boosted with green coffee bean extract for natural lift and better focus—without the coffee taste. And true to the Smartfruit promise, there's no added sugar, no artificial ingredients, and each serving is only 50 calories!

## Profitable

With Smartfruit Refreshers, you can serve high-margin, in-demand beverages that keep customers coming back for more.

AVERAGE COST .....	\$1.12 *
RETAIL PRICE .....	\$4.99
GROSS PROFIT .....	\$3.87

**350% Markup**

\* Per 12 fl oz Refresher

Refreshers



# Real Fruit, Natural Energy & Ultimate Hydration



## HYDRATING

Restorative hydration from coconut water rich in electrolytes, essential vitamins & minerals.



## ENERGIZING

Plant powered energy and focus from green coffee extract. †



## LOW CAL

Each serving is only 50 Calories so you can shake off the guilt.



### Recharge

Dragonfruit, Elderberry



### Renew

Strawberry, Acai



### Replenish

Watermelon, Cucumber, Mint



### Restart

Lemonade



### Restore

Kiwi, Mint, Lemongrass



### Revive

Starfruit, Passion Fruit, Mango

† 34mg caffeine per serving

\* Per 12 fl oz serving

Refreshers



## Many Ways to Refresh

Follow the recipes below for 16 fl oz Refreshers



### Fizzy Refresher

- 4 fl oz Smartfruit Refresher
- 4 fl oz Soda Water
- 12 oz Ice

Shake and Garnish



### Creamy Refresher

- 4 fl oz Smartfruit Refresher
- 2 fl oz Plant Based Milk
- 2 fl oz Water
- Freeze-Dried Fruit (optional)
- 12 oz Ice

Shake and Garnish



### Lemon Lift Spritz

- 2 fl oz Smartfruit Restore
- 4 fl oz Lemonade
- 2-3 oz Tequila/Vodka/Gin
- Fresh Lemon and Mint
- Crushed Ice

Shake and Garnish



### Lemonade Refresher

- 3 fl oz Restart Refresher
- 1 fl oz Smartfruit Refresher
- 4 fl oz Water
- 12 oz Ice

Shake and Garnish



# One Brand. Two Experiences. Unlimited Possibilities

Craft thick, indulgent smoothies with our 100% fruit purée mix, or serve up crisp, lightly caffeinated Refreshers for a revitalizing sip. Two distinct experiences, both packed with real fruit goodness.



## PURÉE MIX

## REFRESHER

<b>PRODUCT DESCRIPTION</b>	Fruit Concentrate	Lightly Caffeinated Fruit Mix
<b>FRUIT CONTENT</b>	100% Juice	30% Juice
<b>CALORIES</b>	210 (per 12 fl oz Smoothie) 280 (per 16 fl oz Smoothie)	50 (per 12 fl oz Refresher) 70 (per 16 fl oz Refresher)
<b>CAFFEINATED</b>	No	Yes (34mg per 12 fl oz Refresher)
<b>COCONUT WATER</b>	No*	Yes
<b>YIELD</b>	16 x 12 fl oz Smoothies 12 x 16 fl oz Smoothies	16 x 12 fl oz Refreshers 12 x 16 fl oz Refreshers
<b>CONSISTENCY</b>	Thick Puree	Light Fruit Mix
<b>APPEARANCE</b>	Opaque	Lightly Cloudy
<b>MIXING RATIO</b>	1 + 3 (Smoothie) 1 + 4 (100% Juice) 1 + 2.5 (Slush Beverage)	1 + 3 (Refresher)
<b>IDEAL APPLICATIONS</b>	Smoothies, 100% Juice, Acai Bowls, Flavored Sodas, Iced Teas Lemonades, Parfaits, Desserts, Garnish	Refreshers, Cocktails, Lemonades, Water Enhancement
<b>SHELF STABLE</b>	24 Months Before Opening 30 Days After Opening	18 Months Before Opening 30 Days After Opening
<b>BOOST</b>	Immunity, Energy, Prebiotic Antioxidants, Detox, Hydration	Hydration (Coconut Water) Energy (Green Coffee Extract)



Scan for  
Free  
Samples



\* Except Aloha Pineapple which contains Coconut Cream

# Tools for Your Success!

Everything you need to maximize profits and streamline operations is here for you to leverage. Helping you serve more customers, increase efficiency, and drive sales with ease.

## Blender Program

As an authorized Blendtec dealer, we offer the ultra-quiet, high-performance Blendtec Stealth 885. Get 2 WildSide+ jars and 2 free cases of Smartfruit Purée Mix —enough to make 144 smoothies and recover 40% of your investment right away.



## Smartfruit Racks

Maximize space and stay organized with Smartfruit's 100% real bamboo racks. The 4-Tier Bottle Rack holds four Smartfruit bottles, while the 2-Tier Refresher Rack neatly stores three Refresher shakers and three Refresher bottles.



## Smart Equipment

Make every drink perfect with tools designed for consistency and ease. The SmartStart Kit includes portioned pumps, an ice scoop, and a simple recipe chart. The Smartfruit Shaker features built-in measurements for effortless Refreshers.



## Delicious Recipes

Take advantage of the wide variety of delicious, easy to make and cost conscious recipes specifically tailored for consistent, efficient beverage service available on our website and social media outlets.



## Free! POS Material

Drive sales and attract customers with free high-quality printed POS materials, including menu boards, flavor-specific posters, and digital marketing assets.





**FRUIT/frōot/noun**

*The sweet and fleshy product of a tree or other plant  
that contains seeds and can be eaten as food*

**We just bottle it**



**Scan for Free! Samples**

