

Made to Order: Smoothies - US - March 2015

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"Foodservice operators who focus primarily on smoothies are experiencing competition from brands that are not smoothie-centric, retail products, and consumers preparing their own smoothies at home."

– Julia Gallo-Torres, Sr. Food and Drink/
Foodservice Analyst

This report looks at the following areas:

- Making customized smoothies at home helps consumers save money and time
- Consumers need to eat more nutrient-dense foods
- Older consumers miss out on smoothies for energy and better health

Consumers are turning to smoothies for a variety of reasons; as an indulgent treat, a healthy meal replacement, and as a refreshing snack. Smoothies are easy to eat on-the-go, fitting in with today's consumer's busy lifestyle. One of the biggest appeals about smoothies is that they are highly customizable. They can feature a variety of bases and flavors and be tailored with a variety of ingredients, such as yogurt, ice cream, fruit, nuts, vegetables, herbs, ingredients for energy, vitamins, minerals, candy, and other inclusions that add excitement and variety to this versatile beverage.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Fan chart forecast

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International Food Information Council (IFIC)

International Food Service Executives Association (IFSEA)

International Foodservice Distributors Association (IFDA)

International Foodservice Manufacturers Association (IFMA)

International Franchi4se Association (IFA)

National Council of Chain Restaurants (NCCR)

National Nutritional Foods Association (NNFA)

National Restaurant Association (NRA)

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