

ROBEKS FRANCHISE DEVELOPMENT



— FRESH JUICES & SMOOTHIES —

HARMONY'S *FLIGHT*

A Guide to the Robeks Brand
and Franchise Opportunity

FRANCHISE OPPORTUNITY



— FRESH JUICES & SMOOTHIES —

**FLAVOR. HEALTH.
PROFITABILITY.**
WITH HARMONY.

Make Happiness the Flavor of Your Community

A legacy you build. A community you serve. You have the discipline, the capital, and the instincts. The only question is: where do you invest them?

Harmony's Migration

The hummingbird arrived with the brand in 1996. In 2011 guests named her Harmony. Today she is the brand beacon in relentless pursuit of the very best that nature offers.

— WHO THIS IS FOR

THE MOMENT OF CLARITY.

When your next chapter announces itself.

You have spent years — maybe decades — building real expertise. P&L management. Team leadership. Customer experience. Operational discipline. You know how to run something. What the corporate world never told you is that **every skill you developed was training for exactly this.**

Maybe you have already experienced disruption. Or maybe you can feel it coming — the restructuring on the horizon, the role that AI is quietly absorbing, the industry shifting under your feet. Or maybe none of that — maybe you are simply ready to build something special in your community, on your own terms, because you have an entrepreneurial dream.

Either way, you are asking the same question: **I am a proven leader and builder. Where should I deploy that talent for myself and my family?**



HARMONY'S INSTINCT

She does not grieve a nectar-less flower. She reads the signal and moves — immediately, precisely, without hesitation.

You do not have to wait for the wave to hit. You can choose.

If you sense that your current path has a ceiling, that instinct is information. The question is what you do with it.

LEADERSHIP & STABILITY

THEY STOOD EXACTLY WHERE YOU STAND NOW.

Four members of the leadership team guiding you through this decision were franchisees first. They signed the agreement you are weighing. They opened their own doors, made their own payroll, and earned their own place in a community. They know what becoming a successful Robeks franchisee looks like — **because they became one.**

When they advise you, it is not theory — it is memory. You are not being recruited by a corporation. You are being mentored by people who have already walked your exact path.

"We knew nothing about the food business. Robeks corporate was there and they were able to provide us with the tools we needed to be successful."



Patrik Kovac & Mark Henriques

ROBEKS MULTI-UNIT FRANCHISEES • CONNECTICUT

WE DIDN'T BUILD THIS BRAND TO SELL IT. WE BUILT IT BECAUSE WE BELIEVED IN IT.

4

of our executives ran multi-unit operations as area developers and franchisees — **Our leadership team has 155+ years of combined experience in the Robeks system.** We did not just manage this brand. We operated it. We know what it takes to open, staff, and grow a Robeks because we have done it.

30

Years — our founder still guides the company as Board Chair.

20–30

Years of tenure among board members, here since the beginning.

15+

Franchisees who have owned their stores for more than 20 years.

Zero

Private equity control. No corporate debt. No exit agenda.

When everyone around you — board, leadership, franchisees — have been here for decades, that is not tenure. That is conviction. **That is the partner you are signing with — not private equity control.**

MEET HARMONY.



When Robeks opened in 1996, a hummingbird arrived with the brand from the very beginning — not placed there by a marketing team, but present in the spirit of what Robeks was. In 2011, loyal customers gave her a name: **Harmony**. Not a mascot invented in a boardroom. A beacon recognized by the people who love this brand, because they saw something of themselves in the way she lives.

That recognition matters. Because the qualities that make the hummingbird extraordinary — **precision, resilience, the ability to navigate alone across remarkable distances** — are the same qualities that make you the right person to build a Robeks.

**Robeks is the next flower. Fully open.
Full of what you need to operate.**



A PROVEN SYSTEM AWAITS

YOU BRING THE SKILLS, THE CAPITAL, AND THE DISCIPLINE. ROBEKS BRINGS EVERYTHING ELSE.

You have a proven system waiting for you, a brand with 30 years of roots, and a product that is — in the most literal sense — **the pure energy of plants** delivered directly to people who need it.

**You move fast, build loyalty, and
operate at the absolute edge of what
you once thought was possible
outside a company org chart. You are
Harmony.**

YOUR SKILLS DON'T DISAPPEAR. THEY MIGRATE.

A hummingbird crossing the Gulf of Mexico does not forget how to fly just because the landscape changed. Corporate competencies you carry will transfer directly into franchise operations. You just could not see the translation from inside the building.

P&L experience

→ Store-level profitability

A nice-to-have, not a requirement. If you have managed budgets or read a financial statement, that background is an asset — but you do not need to speak this language fluently on day one. Robeks gives you the tools and training for labor cost management, COGS awareness, and margin discipline, and you grow into them.

Your team leadership

→ Crew culture

The difference between a high-performing store and a mediocre one is almost always the owner behind the culture. Your instinct for building and motivating people is a direct competitive advantage the day you open.

Your systems thinking

→ Operational consistency

Robeks gives you the playbook. Your job is executing it with precision. The professional who has lived inside complex systems does this better than anyone — and you have been doing it for years.

Your customer instincts

→ Guest loyalty

Wellness consumers are repeat visitors. They return to people, not just products. Your relationship-building instinct isn't a soft skill here — it is a revenue driver from day one.

Your market awareness

→ Local growth strategy

You read markets. You spot trends. You anticipate moves. In your community, that is not theoretical — it is how you grow your unit. Hummingbirds see in ultraviolet. So do you.

— THE MISSION

HAPPINESS IS THE BUSINESS.

One mission. A local promise. Your community.

For thirty years, Robeks has been built on one mission: **make delicious food that makes people happy**. Not wellness as a lecture. Not “better for you” with an asterisk — happiness, whole-fruit and blended to order, handed across the counter.

That mission takes local shape in every town it reaches. In each one it becomes a promise to the people who live there: **Happiness Is a Flavor in [Your City]**. Same real ingredients. Same beacon on the cup. Same lift — made local.

That promise needs someone to carry it. A Robeks owner isn’t a link in a chain — you are the person who brings a thirty-year mission somewhere it has never been.

AND THE CHARGE IS YOURS

MAKE HAPPINESS THE FLAVOR OF YOUR COMMUNITY.

1

ROBEKS’ MISSION

Make Delicious Food That Makes People Happy.

2

YOUR STORE’S PROMISE

Happiness Is a Flavor in [Your City].

3

YOUR LEGACY

Make Happiness the Flavor of Your Community.

FLAVOR AND HEALTH ARE HOW WE DO IT. **PROFITABILITY** IS WHAT IT EARNs. **HAPPINESS** IS WHY IT MATTERS. WITH HARMONY.

— THE OPPORTUNITY

A BRAND BUILT TO LAST.

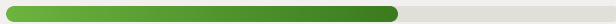
Thirty years of making happiness the flavor of communities across America.

Robeks was founded in 1996 on a simple, enduring thesis: go directly to the fruit, the vegetable, the whole ingredient — no powders standing in for produce, no manufactured wellness. In a category where most concepts flash and fade, **that thesis has held for 30 years.**

\$813K+

AVERAGE ANNUAL REVENUE

Top 60% of locations



\$1M+

AVERAGE ANNUAL REVENUE

Top 25% of locations



These figures represent the performance range across the Robeks system — showing both what most franchisees can realistically achieve and the ceiling that top owners reach. No food-service experience required. Your results will depend on market, execution, and commitment to the brand. See Item 19 of the FDD for complete financial performance representations.

LET'S CONNECT

[Book a 15-min introductory call →](#)

Adam Perel • 301-366-2864 • Aperel@robeks.com

SIX REVENUE STREAMS. ONE RADICALLY SIMPLE KITCHEN.

Most wellness concepts sell one thing. Robeks sells six — from a single, radically simple kitchen. Each stream serves a different guest need and daypart, driving ticket size, repeat visits, and revenue diversity most concepts never achieve.

01

Smoothies

Classic, Superfood, Wellness, Performance, and Açaí — the signature core of the brand.

02

Fresh Juices

Raw-pressed to order from whole produce. A full juice bar built on the founding promise.

03

Açaí & Craveable Bowls

High-ticket fan favorites. Strong average tickets and social shareability.

04

Artisan Toasts

Signature sourdough. Expands dayparts and average ticket size.

05

Harmonious Bites

Warm handhelds launched 2025. Outstanding early repeat-purchase data.

06

Wellness Shots

Concentrated shots plus proprietary boosts — Heart Beet, Electrolytes, Recovery. Pure upsell.



WHAT YOU ARE STEPPING INTO.



Real ingredients. Always.

Every smoothie, juice, and açai bowl you serve starts with whole produce. This is not a differentiator you have to manufacture — it has been the founding promise for three decades, and it is the reason your guests come back.



Radically simple operations.

You do not need a massive footprint to generate meaningful throughput. Robeks operates in lean, efficient formats — lower overhead, faster ramp-up, and a business structure built around your life, not the other way around.



A category that is growing.

The health and wellness food market is one of the most resilient categories in franchising. Your guests are trading fast food for fast-casual health — consistently, not just seasonally — and you will be right where they are headed.



Community gravity you build.

You do not just open a store. You become a fixture in your neighborhood — the pre-game stop, the post-run ritual, the place where people feel genuinely good about what they are putting in their bodies. That relationship is a moat. You build it. This is where the mission gets a ZIP code: *Happiness Is a Flavor in [Your City]*.



BOWLS • SMOOTHIES • TOASTS —
MADE TO ORDER.

**Real ingredients.
Real results.**

ANCHOR IN THE COMMUNITY. LEAD YOUR LEGACY.

One signature. Three communities. A legacy you build on your terms.

The Legacy Agreement is for owners who do not think in single units — they think in footprints. Commit to three Robeks locations and lock in preferred locations and economics, and put down roots deep enough to outlast any market cycle. This is how you start leading a legacy.

THE FLAGSHIP 30TH ANNIVERSARY
AGREEMENT • LIMITED TIME

Save \$30,000

3 franchise licenses for \$60,000 — just \$20,000 each, versus \$90,000 at the standard \$30,000 fee. You pocket the difference the day you sign.

THE MATH

$3 \times \$30K = \$90K$

$3 \times \$20K = \$60K$

YOU KEEP \$30,000

01

Your Flagship

Plant the first store.
Prove the model in your market and build the team that scales.

02

Your Growth

Open the second and your cost of operating drops — the tiered royalty rewards every unit you add.

03

Your Legacy

By the third, you are a regional owner and a fixture in three neighborhoods. That is the moat.

HARMONY'S RANGE



A single hummingbird pollinates hundreds of plants across miles of territory — one small operator, an outsized footprint. Three Robeks locations work exactly the same way.

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THE INVESTMENT CASE.

What you are committing. What you are building toward.

You are going to ask the right questions — and you should. This is a meaningful commitment of capital and time. Here is how the Robeks opportunity looks at a structural level. Complete financials are in the FDD, which you will receive early in the discovery process.

Franchise Fee	\$30,000 to \$60,000	Veteran Discount	\$10,000 off
Leasehold Improvements / Build-Out	In total range	Financing	3rd-party
Equipment Package	In total range	Franchise Term	See FDD
Initial Inventory & Supplies	In total range	Royalty (1 unit)	7%
Technology & POS System	In total range	Brand Marketing Fund	See FDD
Working Capital	In total range	Multi-Unit Discount	Available

TOTAL ESTIMATED INVESTMENT

\$298,050 — \$511,500



LIQUID CAPITAL

Minimum to qualify

\$149,000

NET WORTH

Minimum to qualify

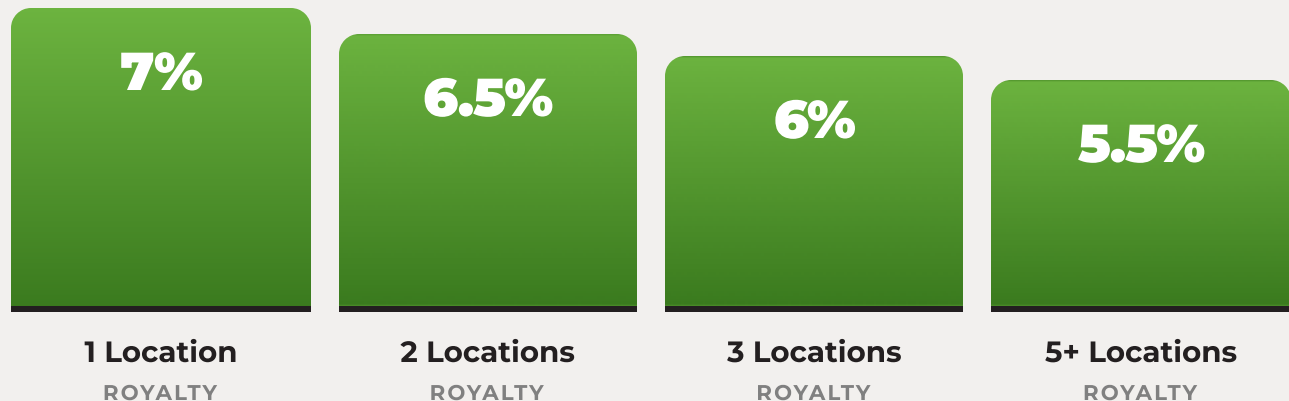
\$375,000

Investment figures from Item 7 of the current FDD. Actual costs vary by location, market, and build-out specifics. Multi-unit franchise fee discounts available. Veteran discount of \$10,000 off the initial franchise fee.

THE NUMBERS

A FEE STRUCTURE THAT REWARDS GROWTH.

The royalty structure is intentionally tiered. As you build your portfolio, your cost of operating decreases — a direct financial incentive to scale.



Plus a brand marketing fund contribution. See the FDD for complete fee schedules. Multi-unit franchise fee discounts available.

What You Get in Return

Site Selection & Real Estate

Market analysis, site criteria, and lease negotiation support — so you are not making a six-figure real estate decision alone.

Training & Opening Support

Initial training at the Robeks training center, followed by hands-on support during your opening. You know the system before you open the doors.

Marketing & Brand Platform

National campaigns, local store marketing playbooks, and digital tools designed to drive traffic and build your presence in the community.

Ongoing Field Support

A dedicated field business consultant, regular performance reviews, and a network of fellow owners who have built exactly what you are building.



THE HARMONY FRAMEWORK

SOLO OPERATOR. *MASSIVE RANGE.*

Hummingbirds do not flock. They navigate alone, cover remarkable distances, and succeed entirely on individual precision and instinct. Robeks provides the infrastructure — the map, the supply chain, the brand — but you fly it.

**That is not isolation. That is
sovereignty.**

HARMONY IS REAL.

Not invented. Not manufactured. Named by the people who love this brand.

Every brand in this category has a symbol. Most are invented in a boardroom — a mascot designed by committee, a clinical wordmark chosen for visual impact, a character manufactured to project an image that the brand hopes will stick. **Harmony is none of those things.**

When Robeks opened in 1996, a hummingbird was part of the brand from the very beginning — not assigned, but present. Over the next 15 years, something remarkable happened: the people who loved Robeks began to see themselves in her. In 2011, loyal customers gave her a name: Harmony.

She was not created. **She was recognized.** That distinction matters more than it might seem — because it means Harmony is a genuine reflection of the experience of being part of this brand. As a customer, a franchisee, or a team member, you feel what she represents. No other brand in this category can say that, because no other brand has it.



HARMONY

Arrived in 1996.
Named in 2011.

Here is why the hummingbird earns that recognition — and why her qualities are the right lens for the opportunity you are evaluating.

EIGHT REMARKABLE THINGS ABOUT HARMONY.

The engineering of a hummingbird — and of an owner.



The hummingbird is the only bird on Earth that can fly in every direction — forward, backward, sideways, and hover in place. True omnidirectional movement.



Their wings beat 50 to 80 times per second — fast enough to produce an audible hum. That is where the name comes from.



A hummingbird's heart beats up to 1,260 times per minute in flight — one of the fastest metabolic rates of any warm-blooded animal on Earth.



Despite weighing less than a nickel, they migrate up to 3,000 miles — including a non-stop, 500-mile solo crossing of the Gulf of Mexico.



They have the largest brain-to-body ratio of any bird — remembering every flower they have visited, how long each takes to refill, and planning routes accordingly. Spatial intelligence at an extraordinary level.



Hummingbirds are keystone architects of entire ecosystems — primary pollinators for hundreds of plant species across the Americas. Small presence. Outsized impact.



They have been on Earth for 42 million years — predating many of the flowering plants they now depend on. They are the ultimate symbol of adaptation.



They operate at the very edge of biological possibility — as if evolution tested every limit of what a living thing can do, and then kept going.

Harmony arrived in 1996. She was named by the people who love this brand in 2011. She was not invented. She was recognized. So were you.

THE DISCOVERY PROCESS.

No pressure. No obligation. Just the right conversation.

We do not recruit franchisees. We discover partners. This process is designed to give you everything you need to make the right decision — including whether Robeks is the right fit for you at all.

1

Initial 15-Minute Call

A direct, no-obligation conversation about your background, your market, and what you are looking for. We ask questions. You should too. If there is a genuine fit, we move forward. If not, we will tell you.

2

Robeks Comprehensive Webinar

A deep dive into the Robeks system — the brand story, operations, unit economics, growth strategy, and what the franchisee experience actually looks like day to day. You leave knowing exactly what you are evaluating.

3

FDD & Validation

You receive the current Franchise Disclosure Document — the full legal and financial picture, including Item 19 financial performance representations. You also speak directly with current Robeks franchisees. Ask them the hard questions. We encourage it.

4

Harmony Day

You visit the Robeks team. You meet the people behind the brand, see the operation up close, and get a first-person sense of the culture you would be joining. This is where both sides confirm the fit — honestly and openly.

5

Franchise Agreement

When you are ready — and only when you are ready — we execute the agreement and begin the onboarding process that takes you to opening day.

HARMONY'S MIGRATION

**YOU ARE NOT STARTING OVER.
YOU ARE *MIGRATING* TOWARD
THE CONDITIONS WHERE YOU
PERFORM BEST.**

For the ones who do not stop when the world shifts. They migrate. The disruption just cleared the runway.

Make Happiness the Flavor of Your Community.

READY TO DIVE IN?

**Book Your Personal
Webinar →**

READY TO APPLY?

**Complete the 15-Min
Express Profile →**

BEGIN THE CONVERSATION

ADAM PEREL

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FRESH JUICES & SMOOTHIES

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