



Shake & Smoothie Bar Employee Information Pack



welcome to the world of **RECOVERY SHAKES** & better nutrition

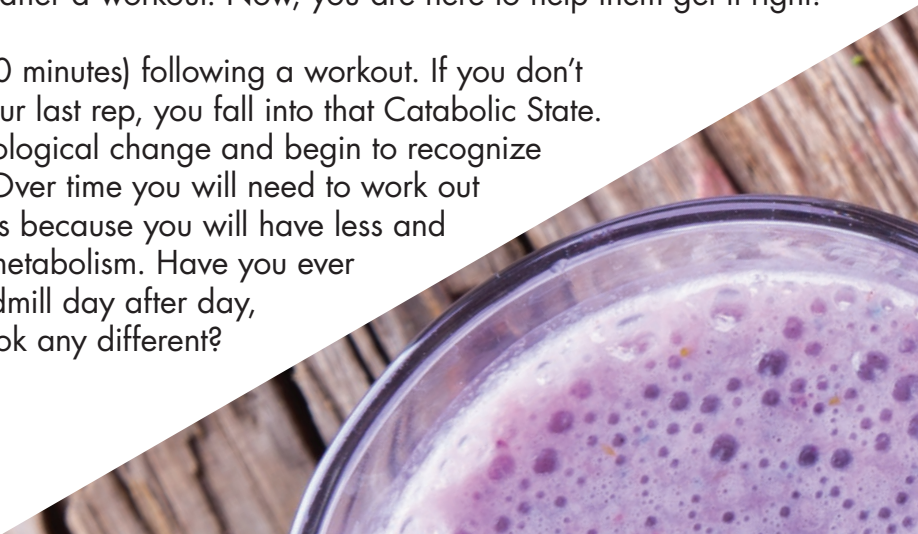
If you're reading this, it's because you're about to serve some of the purest, healthiest, most nutritious products on the planet! This information pack will guide you through some basics of nutrition, some nutrition facts particularly important in a Fitness Center environment and some sales and operations procedures that will make your day flow easily. With the information contained here, you'll understand what you're serving and why. You'll be able to educate your members & customers and help change their lives for the better. Good Luck & Happy Blending!

a little background & **THE ANATOMY OF RECOVERY**

Whether your goal is burning fat, building muscle or both, your body will always use glycogen (stored sugar) first, as its primary source of fuel. Glycogen is stored sugar held in your muscle fibers and liver. This "sugar" is from fruit, veggies, grains, beans and legumes (carbohydrates) that your body had broken down. Glycogen must be present to burn fat, so it is important that we are continually replacing our stored energy throughout the day and especially immediately following your workout.

The human body can only store between 200 to 500 grams of glycogen, so it is entirely possible to burn all of those calories in a 60-90 minute session of intense exercise. Even during a normal workout, your body may have used most or all of your glycogen and needs to restore that glycogen to its pre-workout levels. **THIS IS KEY!** If your body doesn't receive the necessary carbohydrates (from easily digestible sources like blended whole-foods), it will begin breaking down your hard-earned muscle tissue. It turns that tissue into sugar and then into glycogen to refill its glycogen stores. This is called Gluconeogenesis or more commonly a Catabolic (muscle-wasting) State. **THIS IS BAD!** This state burns off muscle and holds onto fat, increasing your fat to muscle ratio and decreasing your metabolic rate! So many people cause this to happen by simply drinking only water after a workout. Now, you are here to help them get it right!

Your body needs to recover quickly (within 30 minutes) following a workout. If you don't replace the glycogen within 30 minutes of your last rep, you fall into that Catabolic State. Additionally, your body will undergo a physiological change and begin to recognize protein as its most important energy source. Over time you will need to work out harder and harder to achieve the same results because you will have less and less protein or muscle to maintain a healthy metabolism. Have you ever noticed someone who puts hours on the treadmill day after day, month after month and they never seem to look any different? Now you have an idea why.



telling the story of **RECOVERY SHAKES**

Is there an easy answer for recovery and keeping your metabolism healthy? Yes! By drinking a High-Glycemic (quickly absorbed) drink, rich in antioxidants, immediately following a workout and match the calories you expended. All fast absorbing sugars are shunted directly to your muscle fibers, not to your hips or those pesky love handles, following your workout. Remember, glycogen is stored in your muscles not in fat. The antioxidants clobber the free radicals (harmful atoms) that build up in your body when you exercise. That's right... working out can lower your immune system and antioxidants help prevent that and speeds your recovery immediately following your workout!

Approximately one hour after you consume that Recovery Shake, your body can begin to rebuild a stronger you. Even if you are just trying to burn fat, replacing the sugars that you just burned enables your body to keep its hard earned muscle and your metabolism humming by keeping your muscles fed. A fast metabolism allows you to continue to burn fat even while you are sleeping!

You just need to make sure that you aren't ingesting empty calories. We have designed the perfect post workout Recovery Shake using only natural, whole-food ingredients, featuring the highest quality Protein with helpful digestive enzymes. Pick your favorite Shake and help your members personalize it to their goals by adding one of our Core Supplements. They'll see fast results and you'll see your customer base grow.



selling & BUZZWORDS

There are a few simple phrases that will help you close sales, grab the attention of your customers and reinforce the purchase that they just made. Say these phrases over and over until they roll off your tongue easily. Remember...people buy on emotion. Get them excited about what they are putting in their bodies and how it will help them.

If you're handing out samples, making a shake or just standing at the counter, tell your customers that these shakes:

- Taste good because of the natural, whole-food ingredients
- 100% Crushed Fruit – Just the Skin, Seeds & Pulp
- Our Purees are like Baby Food!
- Lactose-Free
- Gluten-Free
- No Synthetic Anything! 100% Pure & Natural.
- Our Protein is rBGH-free & GMO-Free!

FAQs & Quick Retorts

Customer's Question: What's in your shakes?

Your Reply: "It's really what's not in them. There is No..."

- High Fructose Corn Syrup or Processed Sugar
- Preservatives or Additives of any kind
- Trans-Fats
- Artificial Colors or Dyes
- rBGH Hormones

Customer's Question: How many calories does that shake have?

Your Reply: "Not enough. How many calories did you burn?" They likely won't know, so tell them to truly achieve their goals, they need to replace every burned calorie with a consumed calorie after a workout. This keeps the body in an Anabolic (muscle-saving) State. Remember, muscle burns fat, starving yourself does not. Many shakes have too few in calories to match the calories used during many workouts. You can easily add calories in the form of Peanut Butter or Honey to match the workout that the member just completed. For members that do have a good sense of the number of calories that they've burned, direct them to an appropriate shake. (*Nutrition Facts Panels for every shake can be found in your Shake & Smoothie Bar Manual.*)

Lead-Ins

If you're passing a member that is working out and you see they are struggling or really tired, say:

- Finish your workout as strong as you started it – Recover with a Shake!
- Make sure that you don't miss the most important meal of the day...the one right after you finish exercising!
- Never workout at half-mast – did you eat properly before working out? Fuel-up before you waste your workout!



other important **SELLING POINTS**

- All shakes, in all categories, will help refuel depleted glycogen stores if consumed within 30 minutes of a workout. This is really the only time of the day that you should consume liquid calories. This is your primary post-workout objective and the most important meal of the day.
- Your customers don't necessarily need to add more calories to their diets, just time those calories differently. Remember, calories consumed immediately after a workout are not stored as fat, but instead, those calories Refuel, Replenish and Re-volumize MUSCLE cells. These are FREE calories AND they COMPLETE a workout!
- If you haven't worked out or have had a very easy workout, then create a balanced meal. All meals should consist of the three macros; i.e. Carbs, Protein, Fats and Fiber (another Carb). All shakes have some carbs, but you may need to add one of the following: Protein - Whey or Plant; Fat – Flax Seed Oil, Coconut or Peanut or Almond Butter; and Fiber – Oatmeal or Get Regular. Together, they will make a Low-Glycemic (slow digesting) meal.
- All ingredients are 100% pure and natural with NO synthetic sweeteners or artificial ingredients. The 100% Crushed Fruit Purees are 40%- 60% Organic and 100% Organic are available. Many of our other ingredients are 100% Organic.
- Purees are just the Skins, Seeds and Pulp of Vine and Tree Ripened Fruits making your purees the MOST nutrient-dense purees in the world. While most companies brag that they offer two servings of fruit – you are serving a minimum of five!
- Even Crushed Fruit Shakes can be turned into a Low-Glycemic meal simply by adding Protein, Fat and Fiber.
- The more Glycogen stored, the more water is stored. With every gram of Glycogen stored, you will store 2.7 grams of water. This is key for endurance athletes.



Shake Making Procedures

RECONSTITUTION PROCEDURES

1. Get out your Store n' Pour.

- a. Make sure that they are properly labeled with the correct flavor

2. Reconstitute the Puree

- a. Pour entire Dr. Smoothie Puree bottle (46 oz.) into the Store n' Pour.
- b. Add approx. 2-4 ozs. of water to the empty Puree bottle, replace the cap and swish it around.
Make sure to clean skin, seeds and pulp from the sides of the bottle. Add to Store n' Pour.
- c. Fill the rest of store and pour with clean tap water right to the top of the ridges.
- d. Place the lid (not the spout) tightly on the Store n' Pour and shake, shake, shake!
- e. Replace the lid with the spout, and you're ready to go.

MAKING THE PERFECT SHAKE (WITH & WITHOUT PROTEIN)

Without Protein

1. Choose a shake to make
2. Blender switch is on the front, turn it on.
3. Notice the digital display; this will keep track of the amount of shakes made.
4. Simply follow your recipe; from Store n' Pour, fill the blender jar with 8 ounces of the purée/water mix for shakes without protein. *(Note – if adding a whole banana, deduct 2 ounces by liquid.)*
5. Add Banana if making a fruit shake.
6. Fill Ice Scoop to the proper line and dump back in blender.
7. Put lid on and place the sound enclosure down (if applicable).
8. Press #4 Button, which is preprogrammed for a 23 second blend time.
9. Use Pulse button if you want to add thawed or freeze-dried fruit.

With Protein

Same process as above *BUT...*

1. Make sure to only add 6 ounces of purée/water mix.
2. Fill Ice Scoop to the "protein line."

Cafe Essentials Shakes (Iced Coffees and Teas)

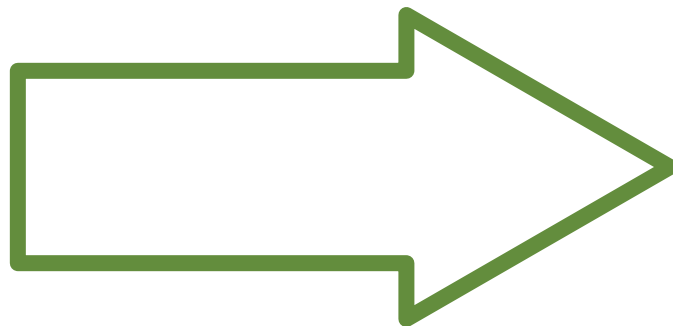
These shakes will not be premixed in the Store n' Pours.

1. Simply follow the recipe.
2. Use proper amount of water or milk.
3. Use only 50 cc scoops.
4. Use the proper amount of ice.
5. Follow same procedure as before. *(Put Lid on Blender tightly, place sound enclosure down, and press #4 Button.)*



which shake should I buy & WHY?

We've already welcomed you to the world of Recovery Shakes, but now we get into the nitty-gritty and the differences between the shakes and shake categories. Basically, all shakes can be used for Recovery because they all have nutrient-dense carbs as their foundation, but each shake has unique benefits. One shake may do a better job than another based on the level and ratio of macronutrients (protein, carbs, fats) in that shake. No calorie is empty in our shakes, therefore no calorie is wasted. Your job is to figure out which shake is the best shake for your customer's need at the moment they are deciding on which to order. Your Shake & Smoothie Bar may not have all of the categories listed below on their menus, but all of these recipes are in your Shake & Smoothie Bar Manual, so you may still be able to make everything here.



SHAKES:

general info



FACT:

Increasing consumption of fruits and vegetables significantly decreases the risk of obesity and overall mortality.

FRUIT-BASED SHAKES – All of these shakes are approximately the same amount of calories – about 350–400 and have a perfect 3:1 ratio of carbs to protein. This is perfect for the average 60 minute workout which burns about 400 calories. All shakes are made with 100% Crushed Fruit, not fruit juice! The difference is the fiber and some micronutrients are in the purée that are not in fruit juice alone. You are basically serving baby food, which is 3 times more nutrient-dense than just juice. Each shake will deliver a minimum of five full servings of fruit.

Bananas are a part of every fruit shake. The old health adage should state that “a banana each day keeps the doctor away.” The health benefits of a banana far outweigh those of the apple because it has many more vitamins and nutrients than their round counterparts. Bananas have 5x as much Vitamin A and iron, as well as 3x as much phosphorus. In addition, bananas are rich in potassium which helps the body’s circulatory system deliver oxygen to the brain (vital for performance). Bananas are ripe with other vitamins and minerals too and are a great source of natural energy. All of these factors combined make the banana a “super food” that is an integral part of a healthy daily regimen (and quick recovery).

MILK & CHOCOLATE-BASED SHAKES – Contrary to popular belief, there are a number of health benefits associated with chocolate. The potential benefits of eating chocolate are said to include: lowering cholesterol levels, preventing cognitive decline and reducing the risk of cardiovascular problems.

The recent discovery of biologically-active Phenolic compounds in cocoa has stimulated research on its effects in aging, oxidative stress, blood pressure regulation and atherosclerosis. Today, chocolate, particularly dark chocolate, is praised for its tremendous antioxidant potential.

Milk has several nutrients which help skin look its best. It contains lactic acid which can act as an exfoliant and enzymes to help smooth skin. It also has amino acids that



help keep skin moisturized. Milk can help prevent damage from environmental toxins because it has antioxidants, as well.

Milk is a great source of calcium, which is essential for healthy bones. Not only do young children need it while their bones are growing, but adults need it to keep their bones strong and to help prevent osteoporosis.

Milk contains protein, which helps to rebuild muscles. It will help to keep soreness at bay while replenishing fluids that you lost during your workout.

Studies show that women who drink low-fat or skim milk lose more weight than those who exclude milk from their diet.

Milk has properties that lower blood pressure levels and the risk of strokes. It reduces the liver's production of cholesterol, and it can act as an antacid. Vitamins A and B in milk can help build good eyesight. Milk has also been shown to help lower risk of certain cancers.

Chocolate, peanut butter, and milk combined with creamy protein create a perfect post-workout meal. Not only is it delicious and satisfying, but the benefits of these drinks are endless!

WHEY PROTEIN – Protein comes in many forms; beef, chicken, fish, legumes and of course milk. The most bio-available form of protein is from cow's milk and is better known as Whey. Whey has considerably less fat, sodium, lactose and calories than milk. It is a rich source of the essential amino acids needed on a daily basis by the body.

There are two different forms of Whey Protein; Concentrate and Isolate. Within the Concentrate family there are many levels of purity and most companies use inferior levels of Concentrates evidenced by the digestive issues they cause. Just because a label says you are receiving 20–40 grams of protein in a serving does not mean that's what you are absorbing.

Protein Concentrate contains anywhere between 28%–80% protein. As the protein level in Whey Concentrate decreases, the amounts of fat and/or lactose usually increase. Whey Concentrates have a higher percentage of large Peptides which make it not as readily absorbed by the body.

Protein Isolate is the most pure and concentrated form of protein available. It contains 90–92% or more protein and very little (if any) fat and lactose.

Not all shakes have protein included, but most fruit based shakes do. More than just a dietary supplement, whey protein is a functional food that can help regulate body weight, increase muscle mass and provide a number of benefits for overall health and wellness. Many of the benefits of whey protein are directly related to its complete amino acid profile, which makes it a high-quality, easily digestible protein source. Whey protein powder also contains a number of antioxidant substances that give it the potential to prevent disease. Most shakes have 20 grams of our rBGH Hormone-Free protein. Protein is added so that muscle can be rebuilt one cell at a time with amino acids, which are the building blocks of all cells.





Our swiig Daily Whey is one of the purest of all whey proteins on the market today. It is the most bio-available (easily absorbed) protein on the market today! Daily Whey is made with only pure ingredients like pure Vanilla extracts and there are no synthetic sweeteners added. It is rich in lean muscle-building Branch Chain Amino Acids (BCAAs) like Leucine, Lipoic Acid, and CLA. Daily Whey contains enzymes to ease digestion and aid in the breaking down of the di- and tri-peptides and overall absorption, so it is perfect for recovery (and tastes great!)

The best part is that it is one of the only proteins on the market that is free from rBGH Hormones and ALL artificial and synthetic ingredients. It is completely natural and safe for everyone, from kids to those recovering from illness, to elite athletes.

SOY & PLANT PROTEIN – Our swiig Daily Soy Protein and Daily Plant Protein are almost identical to Daily Whey Protein, except that it is derived from Plant. They are highly digestible sources of amino acids: the protein building blocks essential for human health.

They are low in fat, calories and cholesterol. But even though all 8 essential amino acids are available, because of their source - plants, they are not quite as bio-available whey. Soy contains many beneficial compounds, such as isoflavonoids, which provides several health benefits. According to research, a healthy diet that includes soy may lower blood cholesterol levels, effectively reducing the risk for arteriosclerosis and heart disease.

Because our Soy and Plant-based proteins have many of the same benefits as Whey Protein, they may be used for those customers with dietary restrictions or preferences.



THE MENU

REFUEL & RECOVER: UNIQUE BLENDS FOR RECOVERY

All shakes in this category are rich in antioxidants and fortified with vitamins and minerals. These shakes range in calories between 400-500 calories and most have a 3:1 ratio of carbs: protein, which make them perfect for recovery for most one hour workouts.

Remember; try to match calories burned to the calories in your shake. You can actually consume up to 10% more calories than burned. The extra calories will simply be assimilated in the muscle fibers, helping to increase endurance.

Your task in this category is helping your customer decide between fruit-based, or milk-based with chocolate, coffee or spices.

LIFESTYLE SHAKES: LESS SUGAR & LOWER CALORIES

All of the shakes in this category are under 300 calories, have 20 grams of protein and under 20 grams of sugar. Some even have less than 10 grams of sugar. Many utilize Almond Milk as their base mixed with Freeze-Dried Fruits & Veggies, which provides a light, creamy flavor. Other recipes fit well with Paleo and Keto diets.

As you've learned, Post-Workout Recovery is best achieved when you ingest a high-glycemic Carb & Protein blend that equals in calories the number of calories that were burned during that workout. That makes these shakes perfect for a light workout or for Silver Sneakers members that have lower caloric requirements.

You will also have many members that are resistant to the calories out = calories in message. These shakes are perfect for them as well. While they may not be completely replacing every calorie that the expended, they will still be ingesting a good dose of clean protein and nutrient-dense calories that will help their bodies repair. It certainly is better for them than only drinking water after a workout!

VEGGIE FUSION: REFUEL & DETOX

All shakes in this category are a blend of the most nutrient-dense veggies and fruits that nature offers. They are rich in antioxidants and are fortified with vitamins and minerals. These shakes range between 400–500 calories and most have a 3:1 ratio of carbs to protein, making them perfect for Recovery for most one-hour workouts.

The Veggies come from both the purées and the freeze-dried stuff sitting in containers on your counter. The freeze-drying process locks in the nutrients and keeps the veggies enzymatically alive – just like raw veggies (of which we all need more). A single 50 cc scoop can deliver two cups of raw veggies.

Fact: 8-9 servings of fruit and veggies each day will lower the risk of Cancer by 48%.



MEAL REPLACEMENT: A LOW-GLYCEMIC MEAL-IN-A-CUP

These shakes have been designed to deliver all the components of a proper slow-digesting natural whole foods meal (Carbs, Protein and healthy Fats). When all 3 macros are combined together, the Glycemic Index for the entire shake is lowered. This applies to all meals in your diet. If your customer has not worked out or if they have had a very intense workout of weights and cardio, then recommend a shake from this category. It is okay to drink a Low Glycemic shake post workout if cardio and weights are combined because your increased metabolic rate will sustain itself for a much longer period of time, pulling more and more nutrients across the intestinal walls back into the muscles. These shakes are all about a 1 to 1 ratio with several maxing out at 2.5 to 1; carbs vs. protein respectively.

Note: Any shake on the board can be made into a Low-Glycemic Shake. Just make sure that you add, Protein, Fiber – Oatmeal or Fiber Blend and Fat – Flax Seed Oil, Coconut or Peanut and Almond Butter.

TRIM & LOW-CAL: FOR THE CALORIE CONSCIOUS

It is essential that every time you workout, you replace the calories spent during your workout with liquid calories. It may seem logical that if you want to lose weight, this would be the time you would want to bring in less calories – NOT! In fact, if you want to lose weight, you MUST keep your body in an anabolic state – MUSCLE SAVING state. So, try and match the calories consumed within 30 minutes of a workout with the calories used. These shakes are usually too low in calories to satisfy your demands post workout. They are really designed for easy workouts, seniors or snacks in between meals. If, a customer does select this shake post workout and you identify that their workout requires more calories to properly recover, then remind your customer, he or she may need to start their eating sooner than the normal one hour later recommended for most.

KIDS: BALANCED NUTRITION

Kids need nutrition too! There isn't a child in your daycare that won't like either the Strawberry Shortcake or the Junior Chocolate Frosty. Each shake is a blend of healthy nutrient dense carbs and protein.

If asked about protein – tell them absolutely! Their cells are dividing at a faster rate than yours. Don't worry, our protein is the most digestible protein on the planet and there are NO rBGH hormones. 20 grams of protein is not too much protein for a child to handle. Ask mom if she minds giving her child a 30 gram hotdog.

PRE-WORKOUT

Get to know your customers. You'll know whether they've eaten properly just by the way they look. Reach out to your personal trainers and remind them that you have the perfect pre-workout shakes if their client hasn't eaten properly. They should always ask.

Tell your customer to only drink half of the 12 ounce shake (6 ounces), and sip on the balance through their workout. They should never overload their digestive systems while exerting themselves in the gym.

Also, remind your customer that they should have eaten their largest meal of the day 2-3 hours before their work out and they should be working out with an empty tummy but all calories stored as glycogen. Efficiency in performance is increased when energy is drawn from calories stored (glycogen) not calories just ingested during exercise. But, if you haven't eaten 2-3 hours prior to it is the best thing to do. Never work out at half mass, the body remembers on a physiological level.

Any Kid's Shake will do if you don't carry this classification.

CREATE-A-SHAKE

To make your life easy, we've given your customer the ability to customize any shake they want.

If an existing shake is altered by substituting like ingredients, use the Create A Shake SKUs, and then cost override to match the sell price of the original.

