



TEXTURES
OF TASTE

2022
CALENDAR

THE RESOLUTION

Pineapple, Coconut, Banana, Spinach, Lemon
& ‘Get Lean’ with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 New Year's Day
Clean Filter & Ice Maker Deep Clean S&S Bar2	3	4	5	6	SAMPLE Shake of the Month7	8
Deep Clean S&S Bar9	10	SAMPLE Shake of the Month11	12	13	14	15
Deep Clean S&S Bar16	17 Martin Luther King Jr. Day	18	SAMPLE Shake of the Month19	20	21	22
Deep Clean S&S Bar23	SAMPLE Shake of the Month24	25	26	27	28	29
Deep Clean S&S Bar30	31					

OPERATIONS TIP: MEMBERS’ CLUB
The Members’ Club is filled with Shake Recipes, Nutritional Articles, Marketing Collateral, Monthly Programs, Promotions, and so much more! Go to www.performancefoodcenters.com and click on “Resources,” then “Members’ Club”. If you are having trouble logging into the site, please reach out to our team for assistance.



CHOCOLATE HEART-BEET

Strawberries, Cacao & Beets
with Chocolate Whey Protein



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 SAMPLE Shake of the Month	5
			Groundhog Day			
Clean Filter & Ice Maker Deep Clean S&S Bar 6	7	8 SAMPLE Shake of the Month	9	10	11	12
Deep Clean S&S Bar 13	14	15	16 SAMPLE Shake of the Month	17	18	19
Deep Clean S&S Bar 20	21	22	23	24 SAMPLE Shake of the Month	25	26
Deep Clean S&S Bar 27	28					
National Strawberry Day						

FEBRUARY 2022

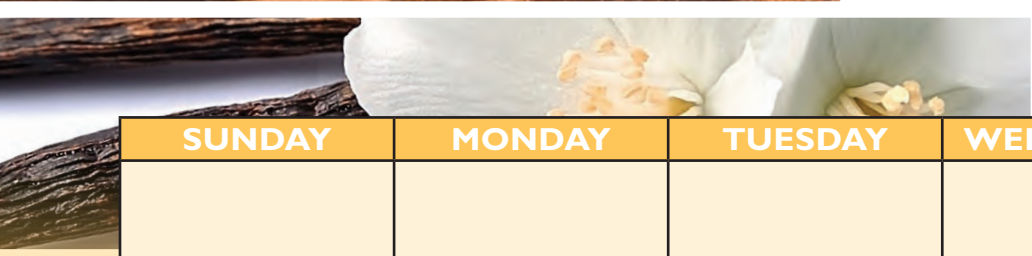
OPERATIONS TIP: ONLINE ORDERING
Ordering has never been so easy! Go to www.pfcorders.com and log-in to see all of our products with pricing. Easily add to your cart and see order totals in real time, save a potential order while reviewing inventory, chat with our live support team, track orders and more. If you are having trouble logging in to the site, please reach out to our team for help.

SHAWROCKIN'

Almond Milk, Matcha Green Tea, Chocolate
& Mint with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4 SAMPLE Shake of the Month	5
Clean Filter & Ice Maker Deep Clean S&S Bar 6	7	8 Mardi Gras	9 SAMPLE Shake of the Month	10	11	12
Deep Clean S&S Bar 13	14	15 SAMPLE Shake of the Month	16	17	18	19
Daylight Savings Begins Deep Clean S&S Bar 20	21	22	23	24 SAMPLE Shake of the Month	25	26
First Day of Spring Deep Clean S&S Bar 27	28 SAMPLE Shake of the Month	29	30	31		

OPERATIONS TIP: PFC UNIVERSITY
We've been on the road since the beginning, meeting and training all of you. Since we can't be everywhere at once, you can now access online training via our Members' Club. Our courses cover: Set-Up & Operations, ABCs of Nutrition, The Perfect Pour, Marketing & more! If you are having trouble logging into the site, please reach out to our team for assistance.



CHOCOLATE COVERED MARSHMALLOW

Almond Milk, Yogurt, Organic Chocolate
& Vanilla Crème with Chocolate Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
					April Fool's Day	
Clean Filter & Ice Maker Deep Clean S&S Bar3	4	SAMPLE Shake of the Month5	6	7	8	9
Deep Clean S&S Bar10	11	12	13	SAMPLE Shake of the Month14	15	16
Deep Clean S&S Bar17	18	19	SAMPLE Shake of the Month20	21	22	23
Easter						
Deep Clean S&S Bar24	SAMPLE Shake of the Month25	26	27	28	29	30

APRIL2022

OPERATIONS TIP: MANUAL
While all of our Recipes & Operations tips are on our Members' Club, nothing beats holding that same knowledge in your hand! Your Shake & Smoothie Bar Manual is your Operations Bible! Is yours up to date? Keep it handy and use it to make new shakes/recipes, reference calorie counts, get nutrition tips and find proper Shake & Smoothie Bar procedures.

GRAND SLAM

Almond Milk, Organic Caramel, Sea Salt,
Vanilla & PB Lite with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Clean Filter & Ice Maker Deep Clean S&S Bar 1	2	3	SAMPLE Shake of the Month 4	5	6	7
Deep Clean S&S Bar 8	9	10	11	Cinco De Mayo 12	SAMPLE Shake of the Month 13	National Fitness Day 14
Deep Clean S&S Bar 15	16	SAMPLE Shake of the Month 17	18	19	20	21
Deep Clean S&S Bar 22	23	24	25	SAMPLE Shake of the Month 26	27	28
Deep Clean S&S Bar 29	30 Memorial Day – PFC Closed –	31				

OPERATIONS TIP: SAMPLING

Not sure when to hand out samples? Have a tray of sample cups waiting for the end of a group class; this is a great way to hit a variety of people who need to refuel and recover after a workout anyway! This is a perfect time to educate them on timing and recovery. We recommend handing out the “You Just Did The Best Thing For Your Body” education piece, found on our Members’ Club, under Recovery & Nutrition.



RASPBERRY RECHARGE

Almond Milk, Banana, Raspberries, Vanilla & ‘Get Energized’ with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
Clean Filter & Ice Maker Deep Clean S&S Bar5	SAMPLE Shake of the Month6	7	8	9	10	11
Deep Clean S&S Bar12	13	14	SAMPLE Shake of the Month15	16	17	18
Deep Clean S&S Bar19	20	21	22	SAMPLE Shake of the Month23	24	25
Father's Day		First Day of Summer, National Smoothie Day			National Eat Your Vegetables Day	
Deep Clean S&S Bar26	27	SAMPLE Shake of the Month28	29	30		

OPERATIONS TIP: PENETRATION LEVEL
Understanding who and what portion of your customers are buying shakes and smoothies can help you tailor your marketing approach and get the message out to potential new customers. Compare shake sales to daily member check-ins and look for trends and sales patterns. This is a great way to set goals for your staff and reach higher each day!

JUNE2022

FIREWORKS

Strawberries, Blueberries, more Strawberries
& Lemon with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
Clean Filter & Ice Maker Deep Clean S&S Bar3	4 Independence Day – PFC Closed –	5	6	SAMPLE Shake of the Month7	8	9
Deep Clean S&S Bar10	11	SAMPLE Shake of the Month12	13	14	15	16
Deep Clean S&S Bar17	18	19	SAMPLE Shake of the Month20	21	22	23
Deep Clean S&S Bar24	SAMPLE Shake of the Month25	26	27	28	29	30
Deep Clean S&S Bar31						

OPERATIONS TIP: THE PERFECT POUR
If you're coming up with more than 20-22 ounces in a shake, your consistency and bottom line are impacted. If you're coming up with less than this, try adding more ice and blend again. Tip – if a shake contains whey protein, you'll only need 6 oz of liquid. Also, be sure to check out our "Scoop on Scoops" guide on the Members' Club to make sure you're using the right amount of product.

ISLAND IMPACT

Coconut Water, Pineapple, Mango
& Coconut with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	SAMPLE Shake of the Month 5	6
Clean Filter & Ice Maker Deep Clean S&S Bar 7	8	SAMPLE Shake of the Month 9	10	11	12	13
Deep Clean S&S Bar 14	SAMPLE Shake of the Month 15	16	17	18	19	20
Deep Clean S&S Bar 21	22	23	SAMPLE Shake of the Month 24	25	26	27
Deep Clean S&S Bar 28	SAMPLE Shake of the Month 29	30	31		Women's Equality Day	

OPERATIONS TIP: ICE MACHINE
Ice is a key component to every shake. Making sure that your ice machine is properly maintained affects taste, the speed that ice is made, and the density of the ice. Remove filter and rinse thoroughly. Check your Calendar – this should be done once a month. Need a new filter? Just let us know!



PB & JAM

Almond Milk, Strawberries, Peanut Butter
& Oats with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
Clean Filter & Ice Maker Deep Clean S&S Bar 4	5 Labor Day – PFC Closed –	SAMPLE Shake of the Month 6	7	8	9	10
Deep Clean S&S Bar 11 Patriot Day	12	13	SAMPLE Shake of the Month 14	15	16	17
Deep Clean S&S Bar 18	19	20	21	SAMPLE Shake of the Month 22 First Day of Autumn	23	24
Deep Clean S&S Bar 25 Rosh Hashanah Begins	SAMPLE Shake of the Month 26	27	28	29	30	

SEPTEMBER 2022

OPERATIONS TIP: DEEP CLEAN
To deep clean your Shake & Smoothie Bar, completely remove anything that isn't nailed down and thoroughly clean floors, cabinets, counter tops, appliances and equipment. Check your calendar – this should be done once a week, and we've marked it for you! Refer to your Manual and PFC University for helpful tips.

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support@simpleagain.com





CREAMY PUMPKIN SPICE

Almond Milk, Pumpkin, Yogurt, Organic Chai Spices
& Cinnamon with Pumpkin Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
Clean Filter & Ice Maker Deep Clean S&S Bar2	3	4 Yom Kippur Begins	SAMPLE Shake of the Month5	6	7	8
Deep Clean S&S Bar9	10 Indigenous Peoples' Day	11	12	13	SAMPLE Shake of the Month14	15
Deep Clean S&S Bar16	17	18	19	SAMPLE Shake of the Month20	21	22
Deep Clean S&S Bar23	24	SAMPLE Shake of the Month25	26	27	28	29
Deep Clean S&S Bar30	31 Halloween					

OCTOBER2022

OPERATIONS TIP: CLEANING BLENDER JARS
Blender jars and all utensils must be washed, rinsed and sanitized every four hours. If blenders or utensils touch food before thoroughly dried, rinse again. It is ONLY necessary to RINSE blender jars between blends. Tip – speed up rinsing by adding a Blendtec Rapid Rinser to your rinse sink! Ask our team for more information.

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SPICED APPLE COBLER

Apples, Apple Cinnamon Granola, more Cinnamon
& Yogurt with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	SAMPLE Shake of the Month 4	5
Clean Filter & Ice Maker Deep Clean S&S Bar Daylight Savings Ends	7	8	SAMPLE Shake of the Month 9	10	11 Veteran's Day	12
Deep Clean S&S Bar 13	14	SAMPLE Shake of the Month 15	16	17	18	19
Deep Clean S&S Bar 20	SAMPLE Shake of the Month 21	22	23	24	25	26
Deep Clean S&S Bar 27	28	29	30	Thanksgiving Day – PFC Closed –		

OPERATIONS TIP: INVENTORY PROCEDURES
Inventory management is an integral component of your business. First in and first out, or FIFO as it's commonly called, is a good start. Make sure to keep your storage space properly organized so you always have the freshest products. Use our Inventory Procedures Guide and Min/Max Inventory Guide available on the Members' Club.



HEALTHY HOLIDAY NOG

Almond Milk, Yogurt, Organic Chai Spices,
& Cinnamon with Vanilla Whey Protein

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
Clean Filter & Ice Maker Deep Clean S&S Bar 4	SAMPLE Shake of the Month 5	6	7 Pearl Harbor Remembrance Day	8	9	10
Deep Clean S&S Bar 11	12	13	14	SAMPLE Shake of the Month 15	16	17
Deep Clean S&S Bar 18 Hanukkah Begins	19	SAMPLE Shake of the Month 20	21	22	23	24 Christmas Eve
Deep Clean S&S Bar 25 Christmas	26 Observance of Christmas Day – PFC Closed –	27	SAMPLE Shake of the Month 28	29	30	31 New Year's Eve

DECEMBER 2022

OPERATIONS TIP: UPDATING YOUR MENU
Keeping your menu fresh is crucial in keeping your customers interested in what you have to offer. Our team can work with you to update your menu easily and make sure you are making the most profit possible in regards to your Cost of Goods. For example, switching to our swiig Flavor Fusions product or 1:1 purée/water ratio can save you money and calories!

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AN EDUCATED CUSTOMER IS A RETURN CUSTOMER!

Besides taste, there is one thing that will continue to bring your customers back for more. We refer to it as “The Why.” The more you and your customers know about nutrition and healthy eating, the more they will visit your Shake & Smoothie Bar for their next meal, or to properly recover. Here are ways we can help you educate, spread the word and simplify the complex world of nutrition!

MEMBERS’ CLUB

Available via our website www.performancefoodcenters.com, this is a treasure trove of educational and inspirational marketing collateral. As a PFC customer, you have access to all of the signs, product support and educational articles that we’ve amassed over our 20+ years in the Health & Wellness industry, ready to print or for digital distribution. This is your hub for informative content that will help you sell products and foster a reputation for having all the right answers.

THE REAL DEAL TRIFOLDS

Nutrition can seem complicated, but we’ve simplified it for you! Our “Real Deal” Trifolds answer your customers’ most common questions about Protein, Sugar, Post-Workout Recovery & Whole-Foods. Place these at the Shake & Smoothie Bar, in our “Nutrition Zone,” in any high traffic area, or share digitally to ensure your customers know the WHY!

NUTRITION QUARTERLY

We’ve combined well-researched articles with our marketing team’s wit and amazing graphic design abilities to give you a cohesive presentation guaranteed to educate and keep customers coming back to your Shake & Smoothie Bar. Share our very own Magazine with your customers digitally, or via hard copy alongside The Real Deal Trifolds!