



## **New Smoothie King Swings Open on Friars Road!**

by Denny Bulcao, Jr.

Smoothie King franchisee and San Diego native Nick Bulcao wants people to listen to his company's motto: "Be good to yourself."

"I thought central San Diego needed a healthy alternative to fast food," Bulcao said as he sipped a Pineapple Pleasure, which has only 184 calories when you 'make it skinny'. "I think more people should have more options to live a healthy lifestyle. There are close to 20 different smoothies with fewer than 250 calories, but you would never know by the taste!"

Smoothie King, creator of the first nutritional fruit-based smoothie, soft opened their fourth San Diego County store at 10387 Friars Road on July 28, 2008. Grand Opening Weekend (with free samples) runs from September 5-7.

Watch out for a full scale summertime juice war with local smoothie makers.

"We're ready for the competition," Bulcao said with a smile. "I mean hey, have you seen our banana mascot? I wouldn't mess with him." (Bulcao employed his 14 year-old brother, Patrick, as the official Smoothie King banana.)

"Plus, our smoothies have a distinct, natural taste because the base is made from 100% real fruit and fruit juices." Shakes, malts and coffee smoothies are also on the menu.

Smoothie King offers more than 40 smoothies made to order with real fruit, all-natural juices, and a mix of vitamins and nutrients. There's a smoothie for everyone, including the Kids' Kup for children 12 and under. The new Smoothie King, at 965 square feet, will also offer an array of healthy living products – including energy bars, snacks and vitamin supplements.

Smoothie King's founder and CEO, Steve Kuhnau, began making smoothies in response to his own health issues and food allergies. After more than 30 years opening 525 Smoothie King stores in 32 states, Kuhnau and his wife Cindy say they accomplished their desire to bring healthful products to mainstream America.

“Our mission is to relentlessly influence more and more people to achieve a healthier lifestyle,” said Kuhnau. “We are thrilled to continue to spread that mission in the San Diego area by offering healthy, great-tasting options for people on the go.”

Bulcao has fostered relationships with Lewis Junior High, Patrick Henry High School and Kaiser Permanente – rewarding good students and staff with free smoothies and discounts.

The Friars Road Smoothie King is open Monday through Friday from 7am-9:10pm, Saturday from 8am-9:10pm and Sunday from 10am-8:10pm.

Why the funky closing times?

“We thought staying open that extra 10 minutes would allow people just enough time to come get their late night snack,” Bulcao said.

