



Franchise Program Overview

WHERE LOCAL MEETS FRESH®



REAL INGREDIENTS. REAL COMMUNITY. REAL IMPACT.

Our Story

A BRAND BORN FROM PURPOSE

FreshVibes was founded by Jessica Albea with a simple mission: make healthier eating accessible, enjoyable, and sustainable for everyday people. Inspired by personal family health challenges and a desire to improve quality of life through nutrition, Jessica became certified in Plant-Based Nutrition through Cornell University and began educating others on the power of food as a foundation for wellness.



What started as a local health-focused café has grown into a beloved community destination known for fresh ingredients, welcoming service, and a commitment to helping customers make healthier choices.

Today, FreshVibes continues to serve guests of all ages — from students and families to healthcare professionals and active adults — while staying true to the mission that inspired its founding.

Our Three-Part Mission

- Provide real, nutrient-dense foods
- Educate communities on healthier eating habits
- Support local farms and small businesses whenever possible



JOIN A HEALTH-FOCUSED CAFÉ CONCEPT BUILT ON NUTRIENT-DENSE FOODS, WELLNESS EDUCATION, AND MEANINGFUL COMMUNITY CONNECTIONS.

The FreshVibes Difference

MORE THAN A JUICE BAR

FreshVibes is a health-focused café offering a diverse menu designed around fresh ingredients and better-for-you alternatives.

Menu highlights include:

- Superfood smoothies
- Signature smoothies
- Açaí bowls
- Pitaya parfaits
- Fresh juices
- Juice cleanses
- Farmacy shots
- Fresh salads
- Wraps
- Healthy snacks and specialty beverages



Unlike many other beverage-centric concepts, FreshVibes does not rely on refined sugars. Products are naturally sweetened using real fruit and carefully selected ingredients such as local honey, organic agave, and non-GMO dates.

The result is a menu that appeals to health-conscious consumers seeking flavorful options without compromising ingredient quality.





Community Impact & Brand Recognition

A BRAND CUSTOMERS LOVE

FreshVibes has built a loyal following by combining exceptional guest experiences with a genuine commitment to community wellness.

Recognition & Media Features

- Named Best of North Carolina 2026
- Recognized as the #1 Smoothie Shop in Pitt County
- Featured by Invest Greenville during National Business Women's Week for founder

Jessica Alba's entrepreneurial and community leadership contributions:

- Frequent participant in local wellness, education, and community initiative.
- Expert content contributor and column writer to *Greenville Living Magazine*



What Customers Are Saying

"FreshVibes has been one of my favorite places in Greenville for years. The smoothies are incredible, but it's the heart behind the business that keeps me coming back." — **Laura C.**



"FreshVibes is my daily go-to because it's healthy, fresh, and delicious. The team knows my name, my order, and always makes me feel welcome." — **Megan H.**

"Our family loves FreshVibes because it is a convenient source of healthy goodness. We love that all the ingredients are fresh and sourced as local as possible. FreshVibes is a weekly staple for wheatgrass shots, açai parfaits, fresh salads, and delicious juices!" — **Allyson T.**



What Our Vibe Tribe Thinks

“FreshVibes has always been such a refreshing, positive, upbeat, and happy environment to work in. Over many years, multiple locations, and many positions in the business I’ve loved every second of it. FreshVibes has a spot for anyone, as long as you have a good attitude and willingness to learn!”

- Callie W., Vibe Tribe Member for 7+ years



“Working at FreshVibes is one of the most unique jobs I have ever experienced. I have gained more knowledge about health and even made a positive change in my own lifestyle. Sharing that positive light through my knowledge with others brought me a new kind of joy, especially because I could help people in many different ways. Every day was a new experience and I always met someone new too. I am glad I experienced this with the wonderful people I worked for and with.”

- Maddie H., Vibe Tribe Member 3 years



Market Opportunity

CONSUMER DEMAND CONTINUES TO SHIFT TOWARD HEALTHIER EATING

Consumers today are increasingly focused on how food impacts their overall well-being. Greater awareness of nutrition, preventive health, and ingredient quality has fueled demand for businesses that offer fresh, nutrient-dense alternatives to traditional quick-service dining. FreshVibes is positioned to benefit from several long-term consumer trends that continue to influence purchasing behavior across the food and beverage industry.

Growing Interest in Plant-Based Nutrition

A growing body of scientific research supports the health benefits associated with diets rich in fruits, vegetables, legumes, nuts, and other plant-based foods. Studies have linked increased consumption of plant-based foods with improvements in cardiovascular health, weight management, and overall wellness.^{1 2}



Sources

¹ Satija, A., & Hu, F.B. "Plant-based diets and cardiovascular health." Journal of the American College of Cardiology.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC6078188/>

² Tuso, P.J. et al. "Nutritional Update for Physicians: Plant-Based Diets." The Permanente Journal.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC3662288/>



Consumers Are Seeking Functional, Nutrient-Dense Foods

Today's consumers are looking beyond calories and convenience, seeking foods that deliver nutritional value and support healthier lifestyles. Research has shown that diets emphasizing whole, plant-based foods can positively impact chronic disease prevention and overall health outcomes.^{3 4}



Increased Focus on Preventive Wellness

As healthcare costs rise and consumers become more proactive about their health, preventive wellness has become a significant driver of purchasing decisions. Many consumers are actively seeking food and beverage options that align with their long-term health goals, creating opportunities for brands centered around fresh ingredients and nutrition-focused menu offerings.⁵

Supporting Local Matters

Consumers increasingly value businesses that support local communities, source ingredients responsibly, and maintain authentic connections with customers. FreshVibes' commitment to working with local growers and suppliers reinforces its "Where Local Meets Fresh®" philosophy while appealing to consumers who prioritize community engagement and transparency.

By combining fresh ingredients, wellness education, local sourcing, and a welcoming guest experience, FreshVibes is aligned with several of the most influential trends shaping the future of foodservice.



Sources

³ Craig, W.J. "Health effects of vegan diets." The American Journal of Clinical Nutrition.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC3110835/>

⁴ Hemler, E.C., & Hu, F.B. "Plant-Based Diets for Personal, Population, and Planetary Health." Advances in Nutrition.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10889924/>

⁵ Medawar, E. et al. "The Effects of Plant-Based Diets on the Body and the Brain." Nutrients.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC5236007/>



Why FreshVibes?

BUILT FOR TODAY'S HEALTH-CONSCIOUS CONSUMER, AND FOR SMART BUSINESS OWNERS



Here is what you can take advantage of as a FreshVibes franchise owner:

Established Brand Recognition

Nearly a decade of serving customers and building loyalty in the marketplace.

Strong Community Connections

Relationships with local growers, suppliers, schools, healthcare professionals, and community organizations.

Multiple Potential Revenue Channels

- In-store purchases
- Online ordering
- Mobile app ordering
- Catering opportunities
- Juice cleanses
- Gift cards and loyalty programs
- Optional Wellness Consults (with franchisor approval)

Purpose-Driven Mission

A concept built around helping people live healthier lives through better nutrition and education.

Experienced Leadership

A leadership team combining operational experience, nutrition expertise, legal knowledge, and business development capabilities.



Training & Support

COMPREHENSIVE FRANCHISE SUPPORT

FreshVibes provides guidance throughout every stage of development and operation.



Before Opening

- Site selection guidance
- Store design and buildout specifications
- Equipment recommendations
- Vendor and supplier introductions
- Grand opening planning

Initial Training

Training is conducted at FreshVibes headquarters and includes operational, marketing, product preparation, customer service, and management systems.

Ongoing Support

- Field support visits
- Operations coaching
- Marketing guidance
- Technology support
- Vendor management assistance
- Continuous system improvements



Available Territories

EXCITING EXPANSION OPPORTUNITIES

FreshVibes is initially focused on strategic growth throughout the Southeastern U.S.

Target markets include:

Multiple Potential Revenue Channels

- North Carolina
- South Carolina
- Virginia

Additional markets may become available as the franchise system expands.



Protected Territories

Each franchise location receives a protected territory based on population demographics designed to support long-term market development.





Investment & Program Details

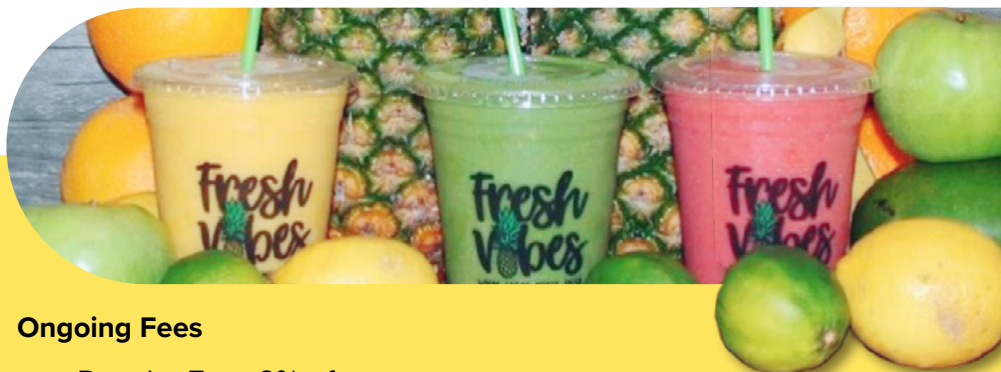
FRANCHISE INVESTMENT OVERVIEW

Estimated Initial Investment

\$315,770 to \$645,400

Initial Franchise Fee (included in the Estimated Initial Investment)

\$32,500



Ongoing Fees

- Royalty Fee: 6% of net revenues
- Brand Fund Contribution: 1% of net revenues
- Local Marketing Requirement: 1% of net revenues
- Technology Fee: Beginning at \$40/week

Franchise Agreement

- Initial Term: 10 Years
- Two Successor Renewal Options: 5 Years Each

The Ideal Franchise Owner

IS FRESHVIBES RIGHT FOR YOU?

We're looking for individuals who:

- Are passionate about health and wellness
- Enjoy serving their communities
- Demonstrate leadership and strong communication skills
- Are coachable and willing to follow established systems
- Value relationship-building and customer service excellence
- Want to make a positive impact through entrepreneurship



Prior foodservice experience may be helpful but is not required.

Financial Qualifications

- Credit score generally between 690–720 or higher
- Net worth of approximately \$968,000 or greater*



*Based on the high end of the estimated investment range.



Steps to Ownership

YOUR PATH TO OPENING YOUR OWN FRESHVIBES FRANCHISE

Step 1

Submit an inquiry and introductory application.

Step 2

Meet with the FreshVibes franchise development team.

Step 3

Review the Franchise Disclosure Document (FDD).

Step 4

Attend Discovery Day and meet the leadership team.

Step 5

Complete approval and franchise award process.

Step 6

Begin site selection, training, and pre-opening activities.

Step 7

Open your FreshVibes location and begin serving your community.

Build Something That Matters

OWN A FRESHVIBES FRANCHISE

FreshVibes offers entrepreneurs the opportunity to bring healthier food options, wellness education, and community engagement together under one established brand.



WHERE LOCAL MEETS FRESH®

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Disclaimer: This brochure is for informational purposes only and is not an offer to sell a franchise. An offer can only be made through a Franchise Disclosure Document (FDD). Certain states regulate the offer and sale of franchises and may require registration before offers are made. Please consult the FDD and your legal or financial advisor before making any investment decision.

