

Smoothie King announces strategic investment partnership with Main Post Partners

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Smoothie King, the world's leading purpose-driven smoothie brand, announced a strategic, minority growth investment from Main Post Partners, a leading consumer-focused private equity firm specialising in founder-run, high-growth challenger brands. The partnership marks a powerful new chapter for the brand, positioning Smoothie King for accelerated growth, innovation, and market leadership.

With decades of experience partnering with iconic, high-growth franchisor concepts like Jimmy John's and leading franchisee businesses like Flynn Group, Main Post's partners bring deep operational expertise, expansive industry relationships, and a proven ability to transform brands into category leaders. Main Post's investment signals a strong vote of confidence in Smoothie King's vision, team, and long-term potential.

"At Smoothie King, our vision is to make the world a better place by nourishing healthy habits, and that starts with having partners who share our vision and embrace our values," said Wan Kim, CEO and majority shareholder of Smoothie King. "We have been extremely impressed by Main Post's track record of growing franchise brands the right way â?? by building a strong culture, focusing on the guest, and always thinking long term."