

See you soon  
Seattle!

## Keep in Touch!


Phone: (206) 661-8552

Email: [blended@calpoly.edu](mailto:blended@calpoly.edu)

Instagram: [@blendedjuicery](https://www.instagram.com/blendedjuicery)

Facebook: [blendedjuicery](https://www.facebook.com/blendedjuicery)





We are a smoothie and juice company located in Seattle, Washington. We are a small company, with only one location, however we would like to expand to have a couple more stores. Blended Juicery creates healthy and fun smoothies that use natural ingredients. Besides smoothies, we make fresh juice out of fruits and veggies. Since we are a health-forward company, we want to be portrayed as healthy yet fun. We want to show customers that health can be exciting, enjoyable, and delicious. Because of this, we want a colorful and playful image.

In Seattle, there are a lot of smoothie/juicery places because they are very popular among the urban population. Jamba Juice is a major competitor of Blended Juicery, as there are a couple locations in Seattle and the surrounding area, and it is a popular company. Verve Bowls is another company that provides juice and smoothies, but also acai bowls. They have two locations in Seattle. Juice Press is a juice bar that makes smoothies and it has a focus on organic food. They only have one location, but they are very popular in Seattle.



Blended Juicery has a mostly younger age demographic for our audience, from teenagers to millennials. There are some older people who are a part of their audience, but it is mostly a younger audience. All races and ethnicities are a part of their demographic, as Seattle embraces diversity. Our audience is located in Seattle, since that is where their only location is. The audience needs healthy smoothies and juices from a cool and fun place. They also need affordable prices since many other healthy smoothie places in Seattle are expensive, and younger demographics value affordable prices.