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Robeks Promotes February as Wellness Month with Açai Blends and the “Ideal Meal Replacement” Campaign

Manhattan Beach, CA, February 4, 2008—[Robeks Corporation](#), a premium fruit smoothie and healthy eats national franchisor launches a systemwide marketing campaign this week to emphasize the health and wellness benefits of products blended with the Açai (a-sci-ee) berry such as Robeks Açai Energizer™ smoothie and Super Açai Bowl™. The Açai berry contains more antioxidants than any other edible fruit currently known in the world.

Açai is an all natural energy berry native to the Brazilian Rain Forest. This unique berry with its royal purple pigment provides a strong combination of antioxidants, essential amino acids, essential omega oils, dietary fiber, plant sterols, trace minerals and protein. In fact, açai is a better source of health-promoting antioxidants than even red wine, blueberries or pomegranates. Antioxidants are known to fight free radicals which can damage delicate cellular tissues. Açai also contains Omega 6 and 9, essential fatty acids which may help to promote healthy cholesterol levels.

Robeks encourages guests at the point of purchase to select specific products that support health and wellness, and help them maintain their active lifestyles. “Many of our guests visit their local Robeks daily to enjoy our Açai blends. They may be under stress, have limited time and just want to feel better. Açai delivers a healthy dose of natural energy for a flavor-packed pick-me-up, any time of day,” says Sheri Miksa, president and chief executive officer of the nearly 140-store franchise network.

Robeks smoothies are the ideal meal replacement for consumers facing a hectic day, unable to prepare a healthy breakfast, lunch or dinner. Packed with the dietary benefits of no-sugar-added Dole fruit, non-fat frozen yogurt and natural juices, Robeks smoothies can be fortified with Robeks nutritional boosts like whey or soy protein, Powerbek™ or Intellibek® to help maintain physical strength, vitality and mental fitness. Robeks first introduced Açai products more than five years ago, and continues to innovate its menu with tasty, high quality beverage and food items that provide consumers healthier options.

The Açai Energizer™ smoothie, for example, contains two grams of protein, 30 percent of the RDA for Vitamin C, and two grams of fiber. The Super Açai Bowl™ [image attached] is loaded with antioxidants, offers four grams of protein, 30% of the RDA for Vitamin C, and seven grams of fiber at under 325 calories—a healthy and delicious breakfast or any-time choice, served with bananas and granola.

Visitors to Robeks locations will be reminded of the benefits of Açai, and smoothies as the ideal meal replacement, with point-of-purchase materials such as posters, rack cards and table tents, as well as promotional messages on Robeks in-store Ripple TV. With Açai products, franchisees appeal to the growing segment of Americans who regard beverages and food as natural promoters of good health, and consume products each day that are part of their wellness routine.

About Robeks

Robeks is passionate about helping people maintain healthier lifestyles by serving a great-tasting selection of premium, made-to-order fruit smoothies, squeezed-fresh juices and snacks, plus sandwiches/wraps, salads and frozen yogurt (in most locations). Robeks serves more than nine million guests annually at 138 franchise locations in 16 states and D.C. The company was named No. 16 on Restaurant Business Magazine’s 2007 list of Fastest Growing Companies. Visit www.robeks.com.