

# THE RESOLUTION

Pineapple, Coconut, Spinach,  
Lemon, Banana, Get Lean  
& Vanilla Protein



Weight loss & weight management are often top concerns for many people at the start of a New Year. Looking for information for your customers on how to safely manage their weight? Check out the PFC Member's Club!

## OPERATIONS TIP

Your Shake & Smoothie Bar Manual is your Operations Bible! Is yours up to date? Make sure that all Shake & Smoothie Bar employees have read it. Keep it handy and use it to reference calorie counts, get nutrition tips and find proper Shake & Smoothie Bar procedures.

## PROGRAM

### Healthy Happy Hour

Creating a social atmosphere, like one at a bar, can be a positive way to keep people talking about your shakes and smoothies. Make it just like a happy hour at a local watering hole by discounting shakes, offering two-fers on add-ins and reduced prices on grab-&-go snacks.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		NEW YEAR'S DAY PFC CLOSED		SAMPLE THE RESOLUTION	NATURE'S CALLS	
		SEE THE PROTOCOL 1	2	3	4	5
DEEP CLEAN S&S BAR		SAMPLE TRAINER'S SHAKE			NATURE'S CALLS	
6	7	8	9	10	11	12
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR	SAMPLE THE RESOLUTION				NATURE'S CALLS	
13	14	15	16	17	18	19
DEEP CLEAN S&S BAR	MARTIN LUTHER KING JR. DAY		SAMPLE TRAINER'S SHAKE		NATURE'S CALLS	
20	21	22	23	24	25	26
DEEP CLEAN S&S BAR		SAMPLE THE RESOLUTION			DECEMBER 2018 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
27	28	29	30	31		

JANUARY  
Weight Loss

888.732.9151 x1  
Questions: [support@simpleagain.com](mailto:support@simpleagain.com)  
Orders: [orders@simpleagain.com](mailto:orders@simpleagain.com)





# RED VELVET CUPCAKE

Vanilla Almond Milk,  
Yogurt, Chocolate, Beets,  
Vanilla & Protein

Getting the right post-workout nutrition is necessary to help you achieve your goals. Refuel your body, maximize your efforts and reach your health & wellness goals by drinking a Post-Workout Recovery Shake.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					NATURE'S CALLS SEE THE PROTOCOL 1	2
DEEP CLEAN S&S BAR 3	SEE THE PROGRAM 4	SAMPLE RED VELVET CUPCAKE 5	6	7	NATURE'S CALLS 8	9
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR 10			SAMPLE TRAINER'S SHAKE	VALENTINE'S DAY 14	NATURE'S CALLS 15	16
DEEP CLEAN S&S BAR 17	PRESIDENTS' DAY 18			SAMPLE RED VELVET CUPCAKE 21	NATURE'S CALLS 22	23
DEEP CLEAN S&S BAR 24	SAMPLE TRAINER'S SHAKE 25				JANUARY 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MARCH 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

## OPERATIONS TIP

The Member's Club is filled with Shake Recipes, Nutritional Articles, Marketing Collateral, Monthly Programs, Promotions, and so much more! If you are having trouble logging into the PFC Member's Club or you would like an account, please email us. Visit our Member's Club today!

## PROGRAM

### Shakes By Workout

One of the best ways to make sure that your customers are getting the best post-workout recovery is to help them figure out what they've just burned on the floor or in a group fitness class. We have a comprehensive guide to post-workout recovery that is easy for your staff and your members to understand. Customized options available.



# SHAMROCKIN'

Milk, Matcha Green Tea,  
Mint, Chocolate  
& Vanilla Protein



All too often, it isn't what you eat that has a positive or negative effect on your body, it is when you eat that really matters. Your body's needs after waking or exercise are quite different than mid-day or late evening.

## OPERATIONS TIP

Not sure when to hand out samples? Have a tray of sample cups waiting for the end of a group class; this is a great way to hit a variety of people who need to refuel and recover after a workout anyway!

## PROGRAM

### Retail Supplements

Add an additional profit center to your business by selling the same supplements that you offer at the Shake & Smoothie Bar to your customers for use at home. They trust you and you trust PFC, so help them get the best for themselves and their entire family. They're going to get them somewhere.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>FEBRUARY 2019</div> <div>S M T W T F S</div> <div>1 2</div> <div>3 4 5 6 7 8 9</div> <div>10 11 12 13 14 15 16</div> <div>17 18 19 20 21 22 23</div> <div>24 25 26 27 28</div>	<div>APRIL 2019</div> <div>S M T W T F S</div> <div>1 2 3 4 5 6</div> <div>7 8 9 10 11 12 13</div> <div>14 15 16 17 18 19 20</div> <div>21 22 23 24 25 26 27</div> <div>28 29 30</div>				<div>NATURE'S CALLS</div> <div>SEE THE PROTOCOL 1</div>	<div>2</div>
<div>DEEP CLEAN S&amp;S BAR</div> <div>3</div>	<div>4</div>	<div>5</div>	<div>6</div>	<div>SAMPLE</div> <div>SHAMROCKIN'</div> <div>7</div>	<div>NATURE'S CALLS</div> <div>8</div>	<div>9</div>
<div><div>CLOCKS FORWARD ONE HOUR</div><div>CLEAN FILTER &amp; ICE MAKER</div><div>DEEP CLEAN S&amp;S BAR</div><div>10</div></div>	<div>11</div>	<div>SAMPLE</div> <div>TRAINER'S SHAKE</div> <div>12</div>	<div>13</div>	<div>14</div>	<div>NATURE'S CALLS</div> <div>15</div>	<div>16</div>
<div><div>ST. PATRICK'S DAY</div><div>DEEP CLEAN SHAKE &amp; SMOOTHIE BAR</div><div>17</div></div>	<div>SAMPLE</div> <div>SHAMROCKIN'</div> <div>18</div>	<div>19</div>	<div>20</div>	<div>21</div>	<div>NATURE'S CALLS</div> <div>22</div>	<div>23</div>
<div>DEEP CLEAN SHAKE &amp; SMOOTHIE BAR</div> <div>24/31</div>	<div>25</div>	<div>26</div>	<div>SAMPLE</div> <div>TRAINER'S SHAKE</div> <div>27</div>	<div>28</div>	<div>NATURE'S CALLS</div> <div>29</div>	<div>30</div>



# CHOCOLATE BUNNY

Milk, Cacao, Vanilla & Vanilla Protein

Eating right can be difficult with a busy lifestyle. Because you may not always be able to get your body the nutrition you need to reach your goals from natural, whole-foods alone, supplementation may be a smart choice for you.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		SAMPLE CHOCOLATE BUNNY			NATURE'S CALLS	
	SEE THE PROTOCOL 1	2	3	4	5	6
DEEP CLEAN S&S BAR			SAMPLE TRAINER'S SHAKE		NATURE'S CALLS	
7	8	9	10	11	12	13
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR				SAMPLE CHOCOLATE BUNNY	NATURE'S CALLS	
14	15	16	17	18	19	20
EASTER DEEP CLEAN S&S BAR	SAMPLE TRAINER'S SHAKE				NATURE'S CALLS	
21	22	23	24	25	26	27
DEEP CLEAN S&S BAR					MARCH 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MAY 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
28	29	30				

## OPERATIONS TIP

Understanding who and what portion of your customers are buying shakes and smoothies can help you tailor your marketing approach and get the message out to potential new customers. Compare shake sales to daily member check-ins and look for trends and sales patterns. This can help you staff properly for busy sales times and general housekeeping tasks.

## PROGRAM

### Shots & Bowls

There are other ways to utilize the ingredients that you already have in inventory. Your 100% Crushed Fruit purees are a great example of this. Use them to make exotic bowls, like an Acai Bowl, or combine them with a few supplements to create Super Shots. Just ask us how!

APRIL  
Supplements

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com





# GRAND SLAM

Vanilla Almond Milk,  
Salted Caramel,  
PB Lite, Vanilla,  
& Vanilla Protein



If you are involved in competitive sports or simply competing with yourself, nutrition plays a key role in helping you improve performance and achieve your goals. Help your members by posting information in your Nutrition Zone.

## OPERATIONS TIP

Every shake must be between 20–22 ounces when blended. If you're coming up with more than that, your bottom line is impacted and shakes may not taste right. If you're coming up with less than this, try adding more ice and blend again. Hint – if a shake contains protein, you'll only need 6 oz of liquid.

## PROGRAM

### No-Wait Shakes

There's a smart way to brace your Shake & Smoothie Bar for busy times and allow busy customers to get their shakes and smoothies in a flash – it's the No-Wait Shake. Use a pre-order card to let your customer choose their Recovery Shake before they workout. It'll be ready for them as they fly out the door – no waiting!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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DEEP CLEAN S&S BAR 5	6	7	8	SAMPLE GRAND SLAM 9	NATURE'S CALLS 10	11
MOTHER'S DAY CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR 12	13	SAMPLE TRAINER'S SHAKE 14	15	16	NATURE'S CALLS 17	18
DEEP CLEAN S&S BAR 19	SAMPLE GRAND SLAM 20	21	22	23	NATURE'S CALLS 24	25
DEEP CLEAN S&S BAR 26	MEMORIAL DAY PFC CLOSED 27	28	SAMPLE TRAINER'S SHAKE 29	30	NATURE'S CALLS 31	

MAY

Fitness & Exercise Goals

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com





# RASPBERRY RECHARGE

Vanilla Almond Milk, Banana, Raspberries, Vanilla, Get Energized & Vanilla Protein

Sugar and carbohydrates are getting a lot of scrutiny these days. There are times your body needs high-glycemic carbs or sugar, like post-workout, and times when it can be detrimental. Learn more in PFC's Member's Club.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																																																																				
<div><div>MAY 2019</div><table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table></div> <div><div>JULY 2019</div><table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table></div>	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							SEE THE PROTOCOL 1
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CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR  9	SAMPLE TRAINER'S SHAKE  10	11	12	13	NATURE'S CALLS  14	15																																																																																				
FATHER'S DAY DEEP CLEAN S&S BAR  16	17	18	SAMPLE RASPBERRY RECHARGE  19	20	NATURE'S CALLS  21	22																																																																																				
DEEP CLEAN S&S BAR  23/30	24	25	26	SAMPLE TRAINER'S SHAKE  27	NATURE'S CALLS  28	29																																																																																				

## OPERATIONS TIP

Using the wrong scoop is probably the one mistake we see most often. This mistake can really impact your bottom line, as well as change the flavor or density of a shake. Get the scoop on scoops! See the insert in your Manual or on our Member's Club.

## PROGRAM

### Punch Cards

There's two great ways to utilize punch cards to build your business. The first is to pre-sell a block of 10 shakes at a discount. It speeds up payment and guarantees the customer's return. The other is a rewards card – get 9 punches on a card and get your 10th shake free.

JUNE  
Sugar

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com







# BLUEBERRY PARFAIT

Blueberries, Banana, Coconut, Granola, Raspberries, Yogurt, & Vanilla Protein

High-intensity artificial sweeteners may have detrimental effects on your health that are completely different than those of real sugar. Recent studies indicate adverse impact on weight management and energy intake.



## OPERATIONS TIP

Sink cleanings should be done at least every 4 hours. Fill the sink compartment adjacent to the drain board with hot water and the appropriate number of Sani-Tabs to achieve 200 PPM. Fill the opposite sink compartment with hot water and sink detergent. The center bowl should be left empty and used only for rinsing. See your Manual for more details.

## PROGRAM

### Marketing Outside the Box

There's a great big world out there just waiting to try your fabulous, healthy shakes and smoothies, but you have to let them know that you exist. If your facility allows for it, let us help you create impactful outdoor signage to help cultivate a clientele that exists beyond your walls.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			SAMPLE BLUEBERRY PARFAIT	INDEPENDENCE DAY PFC CLOSED	NATURE'S CALLS	
	SEE THE PROTOCOL 1	2	3	4	5	6
DEEP CLEAN S&S BAR 7	8	SAMPLE TRAINER'S SHAKE 9	10	11	NATURE'S CALLS 12	13
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR 14	15	16	17	SAMPLE BLUEBERRY PARFAIT 18	NATURE'S CALLS 19	20
DEEP CLEAN S&S BAR 21	22	23	SAMPLE TRAINER'S SHAKE 24	25	NATURE'S CALLS 26	27
DEEP CLEAN S&S BAR 28	SAMPLE BLUEBERRY PARFAIT 29	30	31		JUNE 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	AUGUST 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

# JULY

Artificial Sweeteners

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com





# ISLAND IMPACT

Coconut Water,  
Pineapple, Mango  
Coconut &  
Vanilla Protein



Protein is the building block for every cell in your body and is important for everything from maintaining muscle mass to strengthening hair, skin & nails, and as an effective weight loss tool. What is your primary source of Protein?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>JULY 2019</div> <div>S M T W T F S</div> <div>1 2 3 4 5 6</div> <div>7 8 9 10 11 12 13</div> <div>14 15 16 17 18 19 20</div> <div>21 22 23 24 25 26 27</div> <div>28 29 30 31</div>	<div>SEPTEMBER 2019</div> <div>S M T W T F S</div> <div>1 2 3 4 5 6 7</div> <div>8 9 10 11 12 13 14</div> <div>15 16 17 18 19 20 21</div> <div>22 23 24 25 26 27 28</div> <div>29 30</div>					
<div>DEEP CLEAN S&amp;S BAR</div> <div>4</div>	<div></div> <div>5</div>	<div></div> <div>6</div>	<div>SAMPLE</div> <div>ISLAND IMPACT</div> <div>7</div>	<div>SEE THE PROTOCOL 1</div> <div>8</div>	<div>NATURE'S CALLS</div> <div>2</div> <div>9</div>	<div>3</div> <div>10</div>
<div>CLEAN FILTER &amp; ICE MAKER</div> <div>DEEP CLEAN S&amp;S BAR</div> <div>11</div>	<div>SAMPLE</div> <div>TRAINER'S SHAKE</div> <div>12</div>	<div></div> <div>13</div>	<div></div> <div>14</div>	<div></div> <div>15</div>	<div>NATURE'S CALLS</div> <div>16</div>	<div></div> <div>17</div>
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# PB & JAM

Strawberries, Milk, Peanut Butter, Rolled Oats & Vanilla Protein

If we want our kids to have the best chance of living a healthy life, we've got to equip them now with the right mindset and habits to take with them into adulthood, specifically when it comes to nutrition and a healthy diet.



## OPERATIONS TIP

To deep clean your Shake & Smoothie Bar, completely remove anything that isn't nailed down and thoroughly clean floors, cabinets, counter tops, appliances and equipment. Check your calendar – this should be done once a week, and we've marked it for you!

## PROGRAM

### Kids' Coloring

We have, available on our Member's Club, coloring sheets that you can download and print off for kids whose parents are exercising. They contain kid-friendly nutrition information that will start him/her off right and help remind mom/dad that they need post-workout recovery. It's OK if the adults want to color too!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																																																																				
DEEP CLEAN S&S BAR	LABOR DAY PFC CLOSED		SAMPLE PB & JAM		NATURE'S CALLS																																																																																					
SEE THE PROTOCOL 1	2	3	4	5	6	7																																																																																				
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR		SAMPLE TRAINER'S SHAKE			NATURE'S CALLS																																																																																					
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DEEP CLEAN S&S BAR					<div><div>AUGUST 2019</div><table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td></td></tr><tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr><tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr><tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr><tr><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td></tr></table></div> <div><div>OCTOBER 2019</div><table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table></div>	S	M	T	W	T	F	S				1	2	3		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	S	M	T	W	T	F	S				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
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# SEPTEMBER

Kids' Health

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Questions: [support@simpleagain.com](mailto:support@simpleagain.com)  
Orders: [orders@simpleagain.com](mailto:orders@simpleagain.com)





# OLD FASHIONED PUMPKIN PIE

Milk, Pumpkin, Cloves, Nutmeg, Get Essentials, Ginger, Cinnamon, & Vanilla Protein

Everything that PFC does in the world of nutrition is grounded by our commitment to natural, whole foods. We believe the foundation of health & wellness comes from eating minimally-processed, nutrient-dense whole-foods.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				SAMPLE OLD FASHIONED PUMPKIN PIE	NATURE'S CALLS	
		SEE THE PROTOCOL 1	2	3	4	5
DEEP CLEAN S&S BAR 6		SAMPLE TRAINER'S SHAKE 8	9	10	NATURE'S CALLS 11	12
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR 13	COLUMBUS DAY 14		SAMPLE OLD FASHIONED PUMPKIN PIE 16	17	NATURE'S CALLS 18	19
DEEP CLEAN S&S BAR 20	SAMPLE TRAINER'S SHAKE 21		23	24	NATURE'S CALLS 25	26
DEEP CLEAN S&S BAR 27	28	SAMPLE OLD FASHIONED PUMPKIN PIE 29	30	HALLOWEEN 31	SEPTEMBER 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	NOVEMBER 2019 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

### OPERATIONS TIP

At the end of each day, Store & Pours should be capped with a flat lid, then stored in a fridge or cold pan until a customer orders that flavor again. The long neck and colored spout need to be separated and properly cleaned, and should remain on the drain board until a shake is ready to be made.

### PROGRAM

#### Social Media

Everybody's doing it, but are you doing it? PFC's simple tutorial can help you reach members and influence their behaviors. We've also developed an entire starter kit of pictorials and posts that you can use to get members to like your page, share your posts and help you build a broader network to delight with your yummy shakes and smoothies.





# SWEET POTATO PIE

Milk, Sweet Potato, Cinnamon  
Nutmeg, Salted Caramel,  
Apple Cinnamon Granola,  
& Vanilla Protein

We understand that busy lifestyles sometimes make it difficult to eat fresh, wholesome foods, but the artificial stuff can really take a toll on your body. Read about some of the potential pitfalls of artificial foods on the Member's Club.

## OPERATIONS TIP

Rotate your stock! First in and first out, or FIFO as it's commonly called. Make sure to keep your storage closet properly organized so you always have the freshest products. Use our Min/Max Inventory Guide available on the Member's Club of our website.

## PROGRAM

### Quiz Games

There are a million different ways to educate your customers while building your business. Quiz Games are among the most fun! Get our Total Fitness Booklet from our Member's Club and then test them on the info using our Crossword Puzzle! You can reward your customers with the One Free Shake coupon if they answer the questions correctly! Now you have a new, educated customer..

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
<div>OCTOBER 2019</div> <div>S M T W T F S</div> <div>1 2 3 4 5</div> <div>6 7 8 9 10 11 12</div> <div>13 14 15 16 17 18 19</div> <div>20 21 22 23 24 25 26</div> <div>27 28 29 30 31</div>	<div>DECEMBER 2019</div> <div>S M T W T F S</div> <div>1 2 3 4 5 6 7</div> <div>8 9 10 11 12 13 14</div> <div>15 16 17 18 19 20 21</div> <div>22 23 24 25 26 27 28</div> <div>29 30 31</div>				NATURE'S CALLS  SEE THE PROTOCOL 1	2	
<div><div>CLOCKS BACKWARD ONE HOUR</div><div>DEEP CLEAN S&amp;S BAR</div><div>3</div></div>		<div>SAMPLE</div> <div>SWEET POTATO PIE</div> <div>5</div>					NATURE'S CALLS
<div>CLEAN FILTER &amp; ICE MAKER</div> <div>DEEP CLEAN S&amp;S BAR</div> <div>10</div>	<div>VETERANS' DAY</div>			<div>SAMPLE</div> <div>TRAINER'S SHAKE</div> <div>14</div>	NATURE'S CALLS	15	16
<div>DEEP CLEAN S&amp;S BAR</div> <div>17</div>			<div>SAMPLE</div> <div>SWEET POTATO PIE</div> <div>20</div>		NATURE'S CALLS	22	23
<div>DEEP CLEAN S&amp;S BAR</div> <div>24</div>	<div>SAMPLE</div> <div>TRAINER'S SHAKE</div> <div>25</div>			<div>THANKSGIVING</div> <div>PFC CLOSED</div> <div>28</div>	NATURE'S CALLS	29	30

DECEMBER 2019

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# NOVEMBER

Artificial Foods

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com



# HEALTHY HOLIDAY NOG

Milk, Vanilla Yogurt, Ginger, Cinnamon, Cloves, Nutmeg & Vanilla Protein



Dietary Restrictions, food allergies, food sensitivities, religious restrictions and elimination diets have become a common fact of life in present society. Some of these can make healthy nutrition more difficult to achieve, but PFC's Member's Club can help!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DEEP CLEAN S&S BAR  SEE THE PROTOCOL 1	2	3	SAMPLE HEALTHY HOLIDAY NOG	5	NATURE'S CALLS	7
CLEAN FILTER & ICE MAKER DEEP CLEAN S&S BAR 8	9	10	11	SAMPLE TRAINER'S SHAKE 12	NATURE'S CALLS	14
DEEP CLEAN S&S BAR 15	16	SAMPLE HEALTHY HOLIDAY NOG 17	18	19	NATURE'S CALLS	21
DEEP CLEAN S&S BAR 22	SAMPLE TRAINER'S SHAKE 23	CHRISTMAS EVE 24	CHRISTMAS DAY PFC CLOSED 25	26	NATURE'S CALLS	28
DEEP CLEAN S&S BAR 29	30	NEW YEAR'S EVE 31			NOVEMBER 2019 S M T W T F S 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JANUARY 2020 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

## OPERATIONS TIP

Blender jars and all utensils must be washed, rinsed and sanitized every four hours. If blenders or utensils touch food before thoroughly dried, rinse again. It is ONLY necessary to rinse blender jars between blends. Hint — speed up rinsing by adding a Rapid Rinser to your rinse sink.

## PROGRAM

### Trainers' Shakes

You need to get the participation of your Personal Trainers up to fully maximize your business. One of the best ways to get them involved is to have them create their own shake recipes. Turn it into a contest and see whose recipe sells most this week or this month. An influential trainer can really influence sales.

DECEMBER  
Dietary Restrictions

888.732.9151 x1  
Questions: support@simpleagain.com  
Orders: orders@simpleagain.com





# THE PROTOCOL

## WHAT DO I DO WITH ALL THIS STUFF?

The PFC Protocol has several facets that are designed to help you grow your business, grow your customer base and grow your bottom line. Several of the core components of the protocol are illustrated in this calendar. If you follow the calendar, we're certain that growth is in your future. As you build your relationship with the PFC Team, we'll be able to guide you into the additional programs and practices that are right for your business.

### SHAKES OF THE MONTH

The seasonally inspired Shakes of the Month and Trainer's Shakes of the Month are created by our Blend Masters and Personal Trainers around the country to capture new flavors, new ingredients and new interest in your Shake & Smoothie Bar. Featuring these shakes will help keep your menu offerings fresh, exciting and profitable. To make it even better, we offer discounted kits containing all of the ingredients for our Shakes of the Month. All of the ingredients for our Shakes of the Month are available year-round, so if your customers love 'em...keep 'em as a feature for as long as you like.

**WHEN?** Replace on the First of the Month.

### SAMPLES

Sampling is designed to support Shakes of the Month, featured menu items and your whole Shake & Smoothie Bar. Sampling gives members a chance to try new (or existing) shakes and gives your staff an additional opportunity to interact with members. Planned samplings should take place at least once a week, on different days at different times, so that you hit the broadest variety of members. Hand out a copy of the monthly Fitness Flyer to everyone that Samples a shake to give them some nutritional information and help improve mind and body.

**WHEN?** Check your calendar each month — we've made it easy.

### ITEMS FROM OUR EDUCATIONAL LIBRARY AND MONTHLY MARKETING PACKET

#### FITNESS FLYER

Our Fitness Flyer is an editorial piece written by, or commissioned specifically for, PFC. It is intended to provide nutritional information to your Members to help them achieve Total Fitness (nutrition + exercise). They address general nutrition, current research and the concepts of recovery following exercise.

**WHEN?** Place 30 copies of the Fitness Flyer next to the register or the Check-In desk and refill as necessary. It is great to hand out a Fitness Flyer with a shake purchase or during shake sampling.

#### NUTRITION MONTHLY

Nutrition Monthly is designed as a magazine cover with callouts that reference our monthly education topics. You can display it on a countertop to let members know that the new month's educational pieces are available or make copies of it and use it as a cover sheet for all the What We're Reading articles, to make your own actual magazine.

**WHEN?** Replace on the First of the Month.

#### ASK THE NUTE GURU

The Nute (Nutrition) Guru is a series of Q & A that imparts wisdom about the importance of natural, whole-foods nutrition as it applies to mind/body wellness. The Nute Guru frequently references lists of foods, behaviors and interesting nutrition facts that influence overall wellness. Nute Guru is designed with a mind/body feel and is perfect to distribute near mind/body studios in your facility.

**WHEN?** Replace on the first of the Month.

#### NATURE'S CALLS

These quick little snippets of nutritional information are meant to catch your Members when they are a captive audience — in the bathroom. Placed above urinals or in frames mounted inside the stall doors, these brief facts provide information meant to drive Members to your Shake & Smoothie Bar.

**WHEN?** Change these every Friday.

#### NUTRI-FACTS

Nutri-Facts are a series of informational pieces placed in the Nutrition Zone and intended to coordinate with the monthly themes. They are more in-depth than the Fitness Flyers and are great for members to read while they workout, at the Shake & Smoothie Bar, or to take home with them.

**WHEN?** Set out Section 1 in the first week of the month, Section 2 on the second week of the month and so on until month's end. Next month, start over again.

#### WHAT WE'RE READING

This is a collection of articles that we read from a broad range of publications, to keep updated and informed about health, wellness, fitness and nutrition. We keep an open mind and a strong affinity for fact-based evidence to help make the world of nutrition "Simple Again" for you.

**WHEN?** Change these often (or as frequently as needed) throughout the month.

simpleagain.com



# CRYSTAL CLEAR NUTRITION

**2019**  
**CALENDAR**  
**pfc** PERFORMANCE  
Food Centers  
**simpleagain.com**