



SQUEEZE the DAY

— A Punny 2021 Calendar —

What does a
calendar eat?



DATES!



A dancer's favorite vegetable is SPIN-ACH!



January 2021

The Resolution

Pineapple, Banana, Spinach, Lemon
& 'Get Lean' with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>December 2020</div> <div>12</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div> <div>29</div> <div>30</div> <div>31</div>	<div>February 2021</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>10</div> <div>11</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div>					
3	4	5	6	7	8	9
Clean Filter & Ice Maker Deep Clean S&S Bar						
10	11	12	13	14	15	16
Deep Clean S&S Bar						
17	18	19	20	21	22	23
Deep Clean S&S Bar	Martin Luther King Jr.'s Birthday					
24	25	26	27	28	29	30
Deep Clean S&S Bar						
31						
Deep Clean S&S Bar						

Program: No-Wait Shake
Brace your Shake & Smoothie Bar for busy times and allow customers to get their shakes and smoothies in a flash with the No-Wait Shake. Use a pre-order form 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! Interested in a digital, touch screen solution? Ask us how today!

Operations Tip: Member's Club
The Member's Club is filled with Shake Recipes, Nutritional Articles, Marketing Collateral, Monthly Programs, Promotions, and so much more! Go to www.performancefoodcenters.com and click "Member's Club Login" in the upper right hand corner. If you are having trouble logging into the site, please reach out to our team for assistance.

What is the last ingredient in kicking butt?



February 2021

Chocolate Heart-Beet
Strawberries, Cacao, Beets
& Chocolate Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>January 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>	1	2	3	4	5	6
7	8	9	10	11	12	13
Clean Filter & Ice Maker Deep Clean S&S Bar		Groundhog Day				
14	15	16	17	18	19	20
Deep Clean S&S Bar Valentine's Day	President's Day	Mardi Gras	Ash Wednesday			
21	22	23	24	25	26	27
Deep Clean S&S Bar						
28						<div>March 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>
Deep Clean S&S Bar						

Program: Retail
Your customers are going to crave shakes while at home too. Supply them with the nutrition they need, while adding a revenue source. Ask about our swiig Single Serve Smoothies, our SQUIRE MEALS Retail Display, Private Labeling/Branding your own Protein or our [swiig.com](#) Affiliate Program today!

Operations Tip: Online Ordering
Ordering has never been so easy! Go to [www.pfcorders.com](#) and login to see all of our products with pricing. Easily add to your cart and see order totals in real time, save a potential order while reviewing inventory, chat with our live support team, track orders and more. If you are having trouble logging into the site, please reach out to our team for assistance.



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Thanks for the
encourage-MINT!

I think
you're
really
fantastic!



March 2021

Shamrockin'

Almond Milk, Matcha Green Tea, Chocolate
& Mint with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>February 2021</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</div>	1	2	3	4	5	6
7	8	9	10	11	12	13
Clean Filter & Ice Maker Deep Clean S&S Bar						
14	15	16	17	18	19	20
Deep Clean S&S Bar Daylight Savings Begins						First Day of Spring
21	22	23	24	25	26	27
Deep Clean S&S Bar						Passover Begins
28	29	30	31			<div>April 2021</div> <div>1 2 3</div> <div>4 5 6 7 8 9 10</div> <div>11 12 13 14 15 16 17</div> <div>18 19 20 21 22 23 24</div> <div>25 26 27 28 29 30</div>
Deep Clean S&S Bar						

Program: Seasonal Menus

Keep things fresh each Fall, Winter, Spring & Summer. We've captured the essence of each season with delicious new shakes that you can display via a free counter card menu. We can even print a poster menu – just say the word!

Operations Tip: PFC University

We've been on the road since the beginning, meeting and training all of you. Since we can't be everywhere at once, you can now access online training via our Member's Club. Our courses cover: Set-Up & Operations, ABCs of Nutrition, The Perfect Pour, Marketing & more! If you are having trouble logging into the site, please reach out to our team for assistance.



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Health NUTS!

April 2021

Trail Mix Lite

Almond Milk, Apple Cinnamon Granola, Almond Butter
& Banana with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>March 2021</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>				1	2	3
4	5	6	7	8	9	10
Clean Filter & Ice Maker Deep Clean S&S Bar Easter				April Fool's Day	Good Friday	
11	12	13	14	15	16	17
Deep Clean S&S Bar				Tax Day		
18	19	20	21	22	23	24
Deep Clean S&S Bar						
25	26	27	28	29	30	<div>May 2021</div> <div>1</div> <div>2 3 4 5 6 7 8</div> <div>9 10 11 12 13 14 15</div> <div>16 17 18 19 20 21 22</div> <div>23 24 25 26 27 28 29</div> <div>30 31</div>
Deep Clean S&S Bar						

Program: Nutrition Quarterly

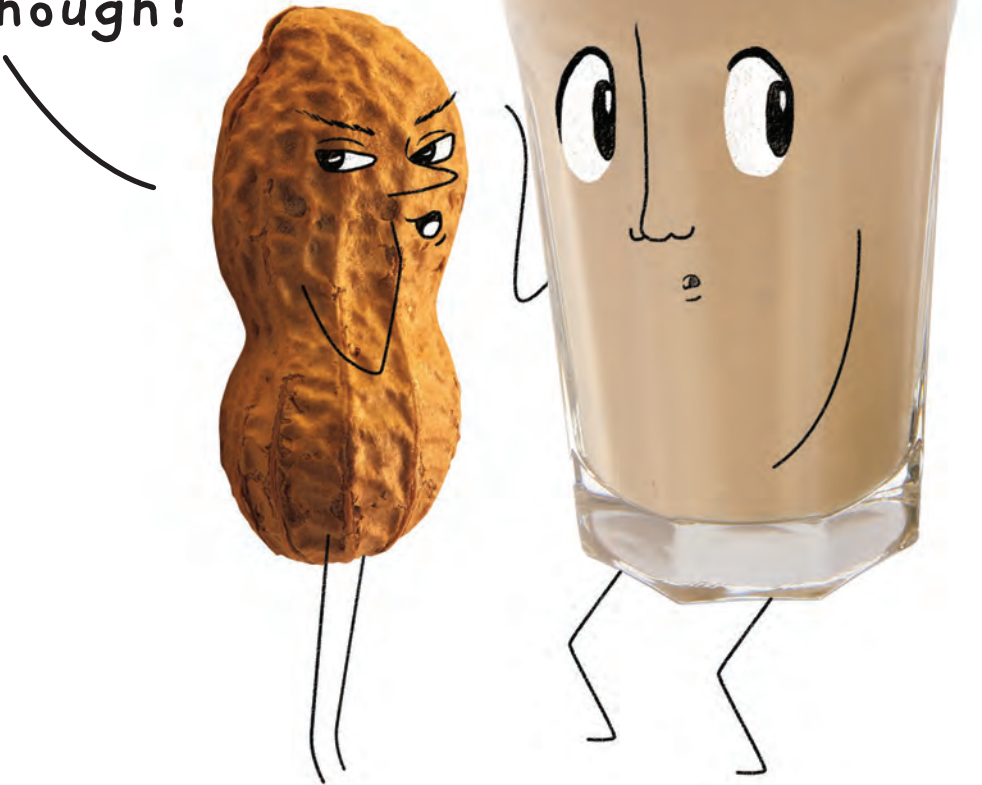
Share our very own Magazine with your customers digitally, or via hard copy. We combine well-researched articles with our marketing team's wit and amazing graphic design abilities to give you a cohesive presentation guaranteed to educate and keep customers coming back to your Shake & Smoothie Bar.

Operations Tip: Manual

While all of our Recipes & Operations tips are on our Member's Club, nothing beats holding that same knowledge in your hand! Your Shake & Smoothie Bar Manual is your Operations Bible! Is yours up to date? Keep it handy and use it to make new shakes/recipes, reference calorie counts, get nutrition tips and find proper Shake & Smoothie Bar procedures.

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There's a rumor
going around about
PEANUT BUTTER,
I don't want to
spread it though!



May 2021

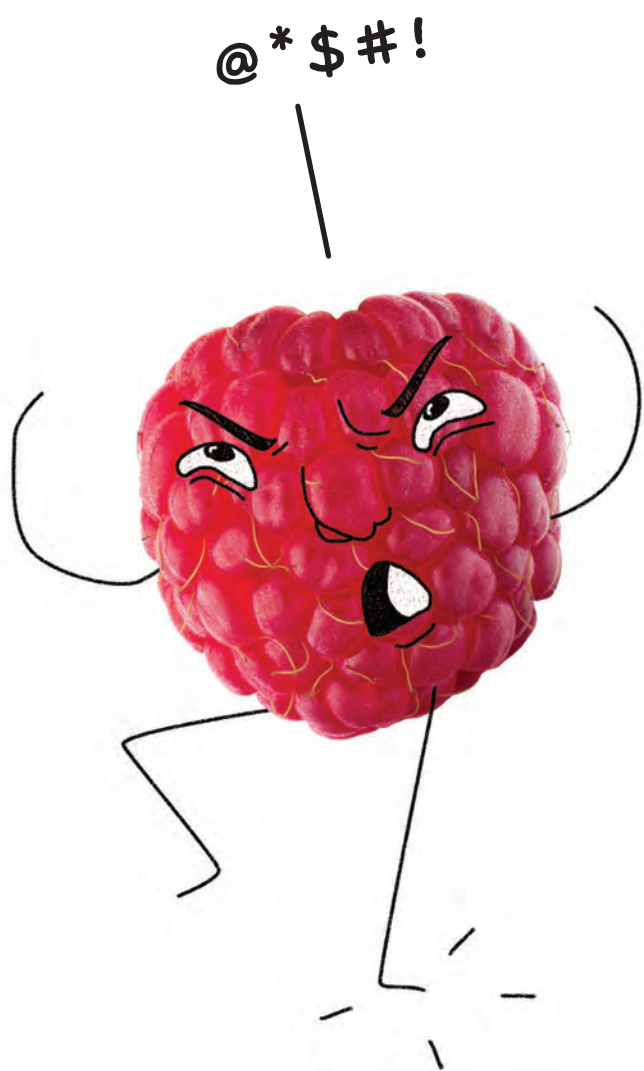
Grand Slam

Almond Milk, Organic Caramel, Sea Salt, Vanilla
& PB Lite with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>April 2021</div> <div>123456789101112131415161718192021222324252627282930</div>	<div>June 2021</div> <div>123456789101112131415161718192021222324252627282930</div>					1
2	3	4	5	6	7	8
Clean Filter & Ice Maker Deep Clean S&S Bar			Cinco De Mayo			
9	10	11	12	13	14	15
Deep Clean S&S Bar Mother's Day						
16	17	18	19	20	21	22
Deep Clean S&S Bar						
23	24	25	26	27	28	29
Deep Clean S&S Bar						
30	31					
Deep Clean S&S Bar	Memorial Day — PFC Closed —					

Program: Healthy Happy Hour
Creating a social atmosphere is a positive way to influence bonding at your facility and to keep people talking about your shakes. 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.

Operations Tip: Sampling
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! This is a perfect time to educate them on timing and recovery. We recommend handing out the "You Just Did The Best Thing For Your Body" education piece, found on our Member's Club, under Recovery & Nutrition.



June 2021

Raspberry Recharge

Almond Milk, Banana, Raspberries, Vanilla
& 'Get Energized' with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>May 2021</div> <div>1</div> <div>2 3 4 5 6 7 8</div> <div>9 10 11 12 13 14 15</div> <div>16 17 18 19 20 21 22</div> <div>23 24 25 26 27 28 29</div> <div>30 31</div>		1	2	3	4	5
6	7	8	9	10	11	12
Clean Filter & Ice Maker Deep Clean S&S Bar						
13	14	15	16	17	18	19
Deep Clean S&S Bar						
20	21	22	23	24	25	26
Deep Clean S&S Bar Father's Day First Day of Summer	National Smoothie Day					
27	28	29	30			<div>July 2021</div> <div>1 2 3</div> <div>4 5 6 7 8 9 10</div> <div>11 12 13 14 15 16 17</div> <div>18 19 20 21 22 23 24</div> <div>25 26 27 28 29 30 31</div>
Deep Clean S&S Bar						

Program: Shots, Bowls & Juice

There are other ways to utilize the ingredients that you already have in inventory. Your 100% Crushed Fruit purées are a great example of this. Use them to make exotic bowls, like an Açaí Bowl, combine them with a few supplements to create Super Shots, or pour over ice for refreshing 100% Crushed Juice!

Operations Tip: Penetration Level

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 is a great way to set goals for your staff and reach higher each day!



July 2021

Fireworks

Strawberries, Blueberries, more Strawberries
& Lemon with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>June 2021</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</div>	<div>August 2021</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>			1	2	3
4 Clean Filter & Ice Maker Deep Clean S&S Bar Independence Day	5 Observance of Independence Day — PFC Closed —	6	7	8	9	10
11 Deep Clean S&S Bar	12	13	14	15	16	17
18 Deep Clean S&S Bar	19	20	21	22	23	24
25 Deep Clean S&S Bar	26	27	28	29	30	31

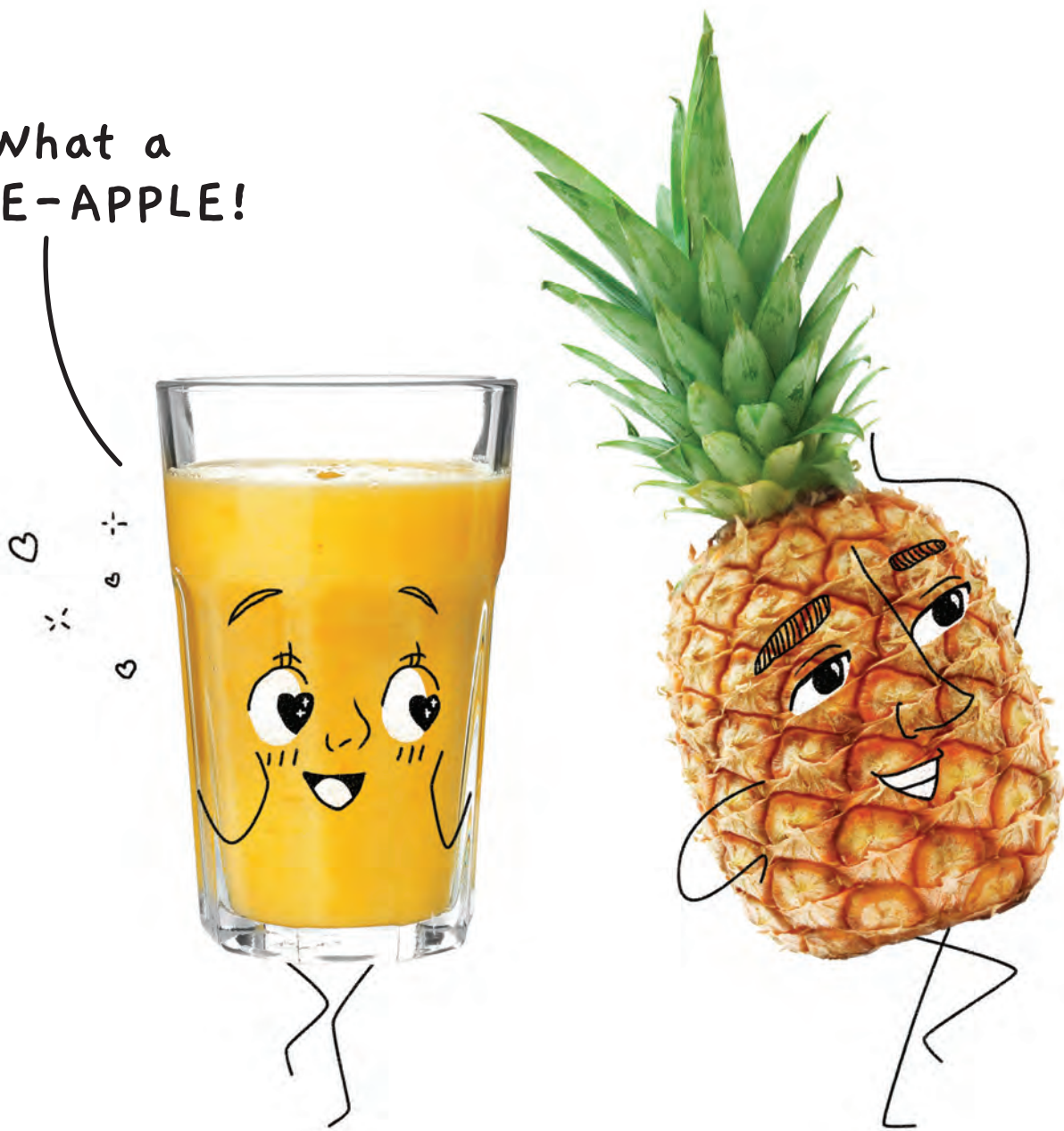
Program: Educational Trifolds

Our "Real Deal" Trifolds answer your customer's most common questions about Protein, Sugar, Post-Workout Recovery & Whole Foods. Place these at the Shake/Smoothie Bar, in the locker rooms, in any high traffic area, or share digitally to ensure your customers know the WHY!

Operations Tip: The Perfect Pour

If you're coming up with more than 20-22 ounces in a shake, your consistency and bottom line are impacted. If you're coming up with less than this, try adding more ice and blend again. Tip — if a shake contains whey protein, you'll only need 6 oz of liquid. Also, be sure to check out our "Scoop on Scoops" guide on the Member's Club to make sure you're using the right amount of product.

What a
FINE-APPLE!



August 2021

Island Impact

Coconut Water, Pineapple, Mango
& Coconut with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Clean Filter & Ice Maker Deep Clean S&S Bar						
8	9	10	11	12	13	14
Deep Clean S&S Bar						
15	16	17	18	19	20	21
Deep Clean S&S Bar						
22	23	24	25	26	27	28
Deep Clean S&S Bar				National Dog Day		
29	30	31			<div>July 2021<div>12345678910111213141516171819202122232425262728293031</div></div>	<div>September 2021<div>123456789101112131415161718192021222324252627282930</div></div>
Deep Clean S&S Bar						

Program: Coupons, Punch Cards & More

Your exercise staff can be your best ally in promoting the Shake & Smoothie Bar. Group Fitness Instructors & PT Staff can offer time-stamped cards that reward members with a discount if claimed within 30 minutes of their workout. We also have Rewards Cards, 10% off, "Free Shake" coupons and more available for purchase or available to print on the Member's Club.

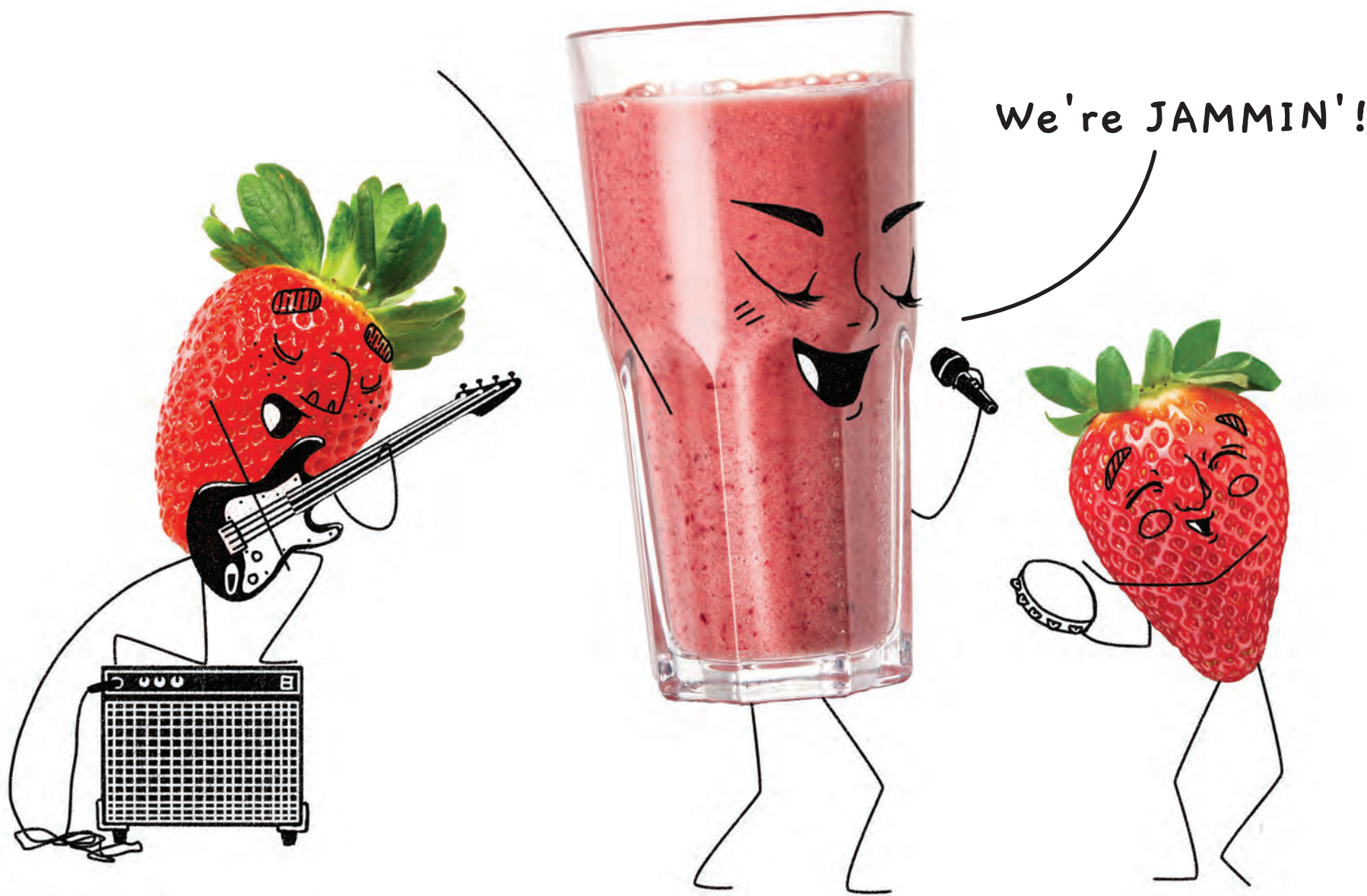
Operations Tip: Ice Machine

Ice is a key component to every shake. Making sure that your ice machine is properly maintained affects taste, the speed that ice is made, and density of the ice. Remove filter and rinse thoroughly. Check your calendar — this should be done once a month. Need a new filter? Just let us know!



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September 2021

PB & Jam

Almond Milk, Strawberries, Rolled Oats & Peanut Butter with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>August 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>			1	2	3	4
5	6	7	8	9	10	11
Clean Filter & Ice Maker Deep Clean S&S Bar	Rosh Hashanah Begins Labor Day — PFC Closed —					Patriot Day
12	13	14	15	16	17	18
Deep Clean S&S Bar			Yom Kippur Begins			
19	20	21	22	23	24	25
Deep Clean S&S Bar			First Day of Autumn			
26	27	28	29	30		<div>October 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>
Deep Clean S&S Bar						

Program: Kids' Coloring Pages
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 them off right and help remind parents that they need post-workout recovery. It's OK if the adults want to color too!

Operations Tip: Deep Clean
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! Refer to your Manual and PFC University for helpful tips.

DUDE!!
You're JACK-ed!



October 2021

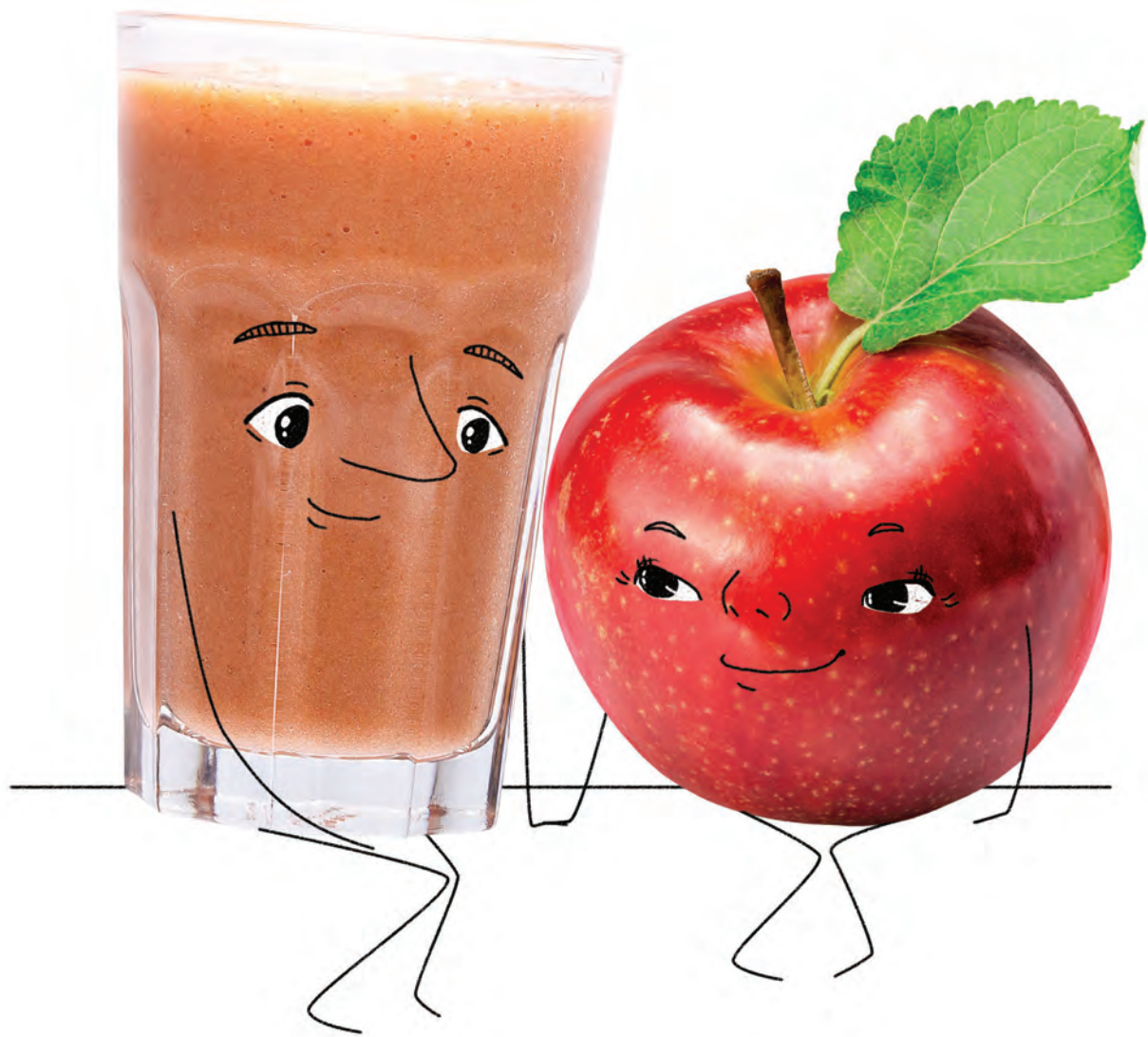
Creamy Pumpkin Spice

Almond Milk, Pumpkin, Organic Chai Spices, Yogurt & Cinnamon with Pumpkin Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>September 2021</div> <div>1 2 3 4</div> <div>5 6 7 8 9 10 11</div> <div>12 13 14 15 16 17 18</div> <div>19 20 21 22 23 24 25</div> <div>26 27 28 29 30</div>	<div>November 2021</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>				1	2
3	4	5	6	7	8	9
Clean Filter & Ice Maker Deep Clean S&S Bar						
10	11	12	13	14	15	16
Deep Clean S&S Bar	Columbus Day Indigenous Peoples' Day					
17	18	19	20	21	22	23
Deep Clean S&S Bar						
24	25	26	27	28	29	30
Deep Clean S&S Bar						
31 Deep Clean S&S Bar Halloween						

Program: Social Media
PFC's simple tutorial & start up kit can help you reach members and influence their behaviors. Our kit includes pictorials and posts that you can use to get members to like your page, share your posts and more. We even have a counter card available so you can offer a discount for any customers that tag your facility in their post! Find it all in the Member's Club.

Operations Tip: Cleaning Blender Jars
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. Tip — speed up rinsing by adding a Blendtec Rapid Rinser to your rinse sink! Ask our team for more information.



And they lived APPLE-y ever after.

November 2021

Spiced Apple Cobbler
Apples, Apple Cinnamon Granola, Yogurt
& more Cinnamon with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>October 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>	1	2	3	4	5	6
7	8	9	10	11	12	13
Clean Filter & Ice Maker Deep Clean S&S Bar Daylight Savings Ends		Election Day		Veteran's Day		
14	15	16	17	18	19	20
Deep Clean S&S Bar						
21	22	23	24	25	26	27
Deep Clean S&S Bar				Thanksgiving Day — PFC Closed —		
28	29	30				<div>December 2021</div> <div>12345678910111213141516171819202122232425262728293031</div>
Deep Clean S&S Bar Hanukkah Begins						

Program: Total Fitness Booklet & Crossword
There are a million different ways to educate your customers while building your business. Get our Total Fitness Booklet from our Member's Club and share via social media, email or ask us for hard copies to hand out. We even have a crossword puzzle that your customers can fill out after reading. They can receive a Free Shake if they answer the questions correctly!

Operations Tip: Inventory Procedures
Inventory management is an integral component of your business. First in and first out, or FIFO as it's commonly called, is a good start. Make sure to keep your storage space properly organized so you always have the freshest products. Use our Inventory Procedures Guide and Min/Max Inventory Guide available on the Member's Club.

I'm writing a stand-up routine about my favorite spice. It's a CINNAMON shtick.



December 2021

Healthy Holiday Nog

Almond Milk, Yogurt, Organic Chai Spices & Cinnamon with Vanilla Whey Protein

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>November 2021</div> <div>123456</div> <div>78910111213</div> <div>14151617181920</div> <div>21222324252627</div> <div>282930</div>			1	2	3	4
5	6	7	8	9	10	11
Clean Filter & Ice Maker Deep Clean S&S Bar						
12	13	14	15	16	17	18
Deep Clean S&S Bar						
19	20	21	22	23	24	25
Deep Clean S&S Bar		First Day of Winter			Christmas Eve — PFC Closed —	Christmas
26	27	28	29	30	31	<div>January 2022</div> <div>1</div> <div>2345678</div> <div>9101112131415</div> <div>16171819202122</div> <div>23242526272829</div> <div>3031</div>
Deep Clean S&S Bar					New Year's Eve	

Program: Trainer's 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!

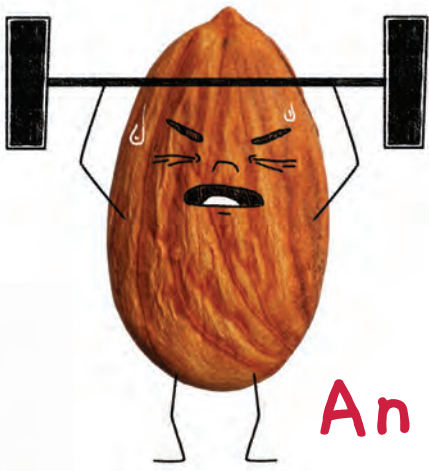
Operations Tip: Updating Your Menu

Keeping your menu fresh is crucial in keeping your customers interested in what you have to offer. Our team can work with you to update your menu easily and make sure you are making the most profit possible in regards to your Cost of Goods. For example, switching to our swiig Flavor Fusions product or 1:1 puree/water ratio can save you money and calories! Please reach out to our team for assistance.



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An Educated Customer Is a Return Customer

Besides taste, there is one thing that will continue to bring your customers back for more. We refer to it as "The Why." The more you and your customers know about nutrition and healthy eating, the more they will visit your Shake & Smoothie Bar for their next meal, or to properly recover. Here are ways we can help you educate, spread the word and simplify the complex world of nutrition!

Member's Club

Available via our website www.performancefoodcenters.com, this is a treasure trove of educational and inspirational marketing collateral. As a PFC customer, you have access to all of the signs, product support and educational articles that we've amassed over our 20+ years in the Health & Wellness industry, ready to print or for digital distribution. This is your hub for informative content that will help you sell products and foster a reputation for having all the right answers.

The Real Deal Trifolds

Nutrition can seem complicated, but we've simplified it for you! Our "Real Deal" Trifolds answer your customers' most common questions about Protein, Sugar, Post-Workout Recovery & Whole Foods. Place these at the Shake & Smoothie Bar, in our "Nutrition Zone," in any high traffic area, or share digitally to ensure your customers know the WHY!

Nutrition Quarterly

We've combined well-researched articles with our marketing team's wit and amazing graphic design abilities to give you a cohesive presentation guaranteed to educate and keep customers coming back to your Shake & Smoothie Bar. Share our very own Magazine with your customers digitally, or via hard copy alongside The Real Deal Trifolds!

