



2024

# BOLD BLENDS



CALENDAR

2024

# THE RESOLUTION

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



# JANUARY

**DID YOU KNOW...** **Spinach** contains fiber, potassium, and antioxidants that may support heart health and reduce cholesterol levels.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	New Year's Day -PFC CLOSED-					
	1	2	3	4	5	6
7	8	9	10	11	12	13
	Martin Luther King Jr. Day					
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31		<div>December 2023<div>S M T W T F S</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 29 30</div><div>31</div></div>	<div>February 2024<div>S M T W T F S</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</div></div>

**OPERATIONS TIP: MEMBER'S CLUB** - The Member's Club is filled with Shake Recipes, Nutritional Articles, Shake Collateral, Monthly Programs, Promotions, and so much more! Go [www.performancefoodcenters.com](http://www.performancefoodcenters.com) and click on "Resources" and then "Member's Club". If you are having trouble accessing the site, please reach out to our team for assistance.



2024

# STRAWBERRY CACAO

Almond Milk, Strawberries, Cacao, Organic Chocolate  
& Vanilla with Strawberry Whey Protein



## FEBRUARY

**DID YOU KNOW...** Cacao may help lower cholesterol. It's antioxidant-rich and has been linked to improved heart health.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
January 2024 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 2024 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				Groundhog Day	
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		Mardi Gras	Valentine's Day Ash Wednesday			
11	12	13	14	15	16	17
	President's Day					
18	19	20	21	22	23	24
		National Strawberry Day				
25	26	27	28	29		

**OPERATIONS TIP: IN-CLUB MARKETING** - In-club marketing is our best chance to educate our customers. It also showcases new flavors, highlights special promotions and teaches about the importance of whole-foods and post-workout recovery. We recommend switching up your marketing about once a quarter to keep things fresh.



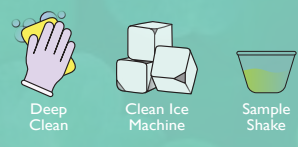
2024

SHAMROCKIN'  
Almond Milk, Organic Matcha Green Tea, Cacao Nibs,  
Powdered Yogurt & Mint with Vanilla Whey Protein



MARCH

**DID YOU KNOW...** Matcha is rich in catechins, a natural antioxidant found in certain plant compounds.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>February 2024</div> <div>S M T W T F S</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</div>	<div>April 2024</div> <div>S M T W T F S</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>					
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<div>St. Patrick's Day</div> <div></div> 17	18	<div>First Day of Spring</div> 19	20	<div></div> 21	22	<div>Purim BEGINS AT SUNDOWN</div> 23
<div>24 Palm Sunday</div> <div></div> Easter 31	<div></div> 25	<div>National Spinach Day</div> 26	27	28	Good Friday	Holy Saturday
					29	30

**OPERATIONS TIP: ONLINE ORDERING** - Ordering has never been so easy! Go to [www.pfcorders.com](http://www.pfcorders.com) and log-in 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 help.



2024

# CHOCOLATE PB PEEL

Almond Milk, PB Lite, Banana & ‘Get Regular’  
with Chocolate Whey Protein



APRIL

**DID YOU KNOW...** Bananas are often considered the perfect food for an athlete due to their potassium and magnesium content.



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**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.



2024

ENERGIZE ME  
Oranges, Tangerines, Banana & 'Get Energized'  
with Vanilla Whey Protein



MAY

**DID YOU KNOW...** Oranges are a nutritional powerhouse. Rich in Vitamin C, folic acid, calcium and fiber, this fruit sure packs a punch!



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>April 2024</div> <div><div>S</div><div>M</div><div>T</div><div>W</div><div>T</div><div>F</div><div>S</div></div> <div>78910111213</div> <div>14151617181920</div> <div>21222324252627</div> <div>282930</div>	<div>June 2024</div> <div><div>S</div><div>M</div><div>T</div><div>W</div><div>T</div><div>F</div><div>S</div></div> <div>2345678</div> <div>9101112131415</div> <div>16171819202122</div> <div>23242526272829</div> <div>30</div>					<div>National Fitness Day</div>
<div>Cinco De Mayo</div> <div><div><div><div></div></div></div><div><div></div></div></div>				<div><div><div></div></div></div> <div>2</div>	<div>3</div>	<div>4</div>
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**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.



2024

# PERFECT PEACH

Almond Milk, Peaches, Pears, Apricots, Banana, Yogurt  
& Orange with Vanilla Whey Protein



JUNE

**DID YOU KNOW...** Peaches may help protect your skin, eyes and immune system as they are rich in Vitamins A, C, and E.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>May 2024</div> <div><div>SMTWTFSS</div><div>1234</div><div>567891011</div><div>12131415161718</div><div>19202122232425</div><div>262728293031</div></div>	<div>July 2024</div> <div><div>SMTWTFSS</div><div>123456</div><div>78910111213</div><div>14151617181920</div><div>21222324252627</div><div>28293031</div></div>					
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<div><div><div><div></div><div></div></div><div>Father's Day</div><div>16</div></div></div>	<div><div><div></div><div></div></div><div>National Eat Your Vegetables Day</div><div>17</div></div>	<div><div><div></div><div></div></div><div>18</div></div>	<div><div><div><div></div><div></div></div><div>19</div></div></div>	<div><div><div></div><div></div></div><div>First Day of Summer</div><div>20</div></div>	<div><div><div></div><div></div></div><div>National Smoothie Day</div><div>21</div></div>	<div><div><div></div><div></div></div><div>22</div></div>
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**OPERATIONS TIP: PENETRATION LEVEL TRACKING** - 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!



2024

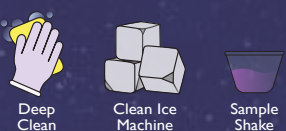
# FIREWORKS

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



JULY

**DID YOU KNOW...** Lemon may support heart health, weight control, digestive health, and may reduce risk of anemia.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																																																																																		
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		National Friendship Day			<div>June 2024</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></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> <div>August 2024</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></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td>31</td><td></td><td></td><td></td><td></td><td></td></tr></table>		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							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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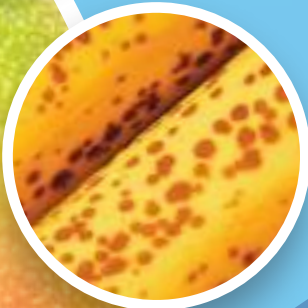
**OPERATIONS TIP: UPDATING YOUR MENU** - Keeping your menu fresh is crucial in keeping your customers interested in what you have to offer. Our team can work with you to update your menu easily and make sure you are making the most profit possible in regards to your Cost of Goods. For example, switching to our swiig Flavor Fusions product or 1:1 purée/water ratio can save you money and calories!



2024

# VACATION IN A GLASS

Almond Milk, Banana, Mango, Pineapple  
& Coconut with Vanilla Whey Protein



# AUGUST

**DID YOU KNOW...** **Mangoes** are low-calorie, nutrient-dense, and may aid in sleep and mood regulation.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>July 2024</div> <div><div><div>S</div><div>M</div><div>T</div><div>W</div><div>T</div><div>F</div><div>S</div></div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div></div></div><div><div>7</div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div></div><div><div>14</div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div></div><div><div>21</div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div></div><div><div>28</div><div>29</div><div>30</div><div>31</div><div></div><div></div><div></div></div></div>	<div>September 2024</div> <div><div><div>S</div><div>M</div><div>T</div><div>W</div><div>T</div><div>F</div><div>S</div></div><div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div><div>6</div><div>7</div></div><div><div>8</div><div>9</div><div>10</div><div>11</div><div>12</div><div>13</div><div>14</div></div><div><div>15</div><div>16</div><div>17</div><div>18</div><div>19</div><div>20</div><div>21</div></div><div><div>22</div><div>23</div><div>24</div><div>25</div><div>26</div><div>27</div><div>28</div></div><div><div>29</div><div>30</div><div></div><div></div><div></div><div></div><div></div></div></div>					<div>National Watermelon Day</div>
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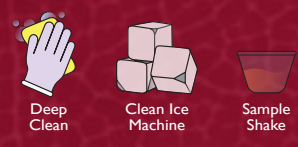
# PB APPLE CRISP

Almond Milk, Apples, PB Lite, Apple Cinnamon Granola & 'Get Essentials' with Vanilla Whey Protein



SEPTEMBER

**DID YOU KNOW...** Apples may help protect against chronic diseases, infections and digestive issues.



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**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.



2024

# CREAMY PUMPKIN SPICE

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



# OCTOBER

**DID YOU KNOW...** Pumpkin is versatile and can be incorporated in both sweet or savory dishes. It also is low-calorie and weight-loss friendly.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>September 2024</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>November 2024</div> <div>S M T W T F S</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 29 30</div>		<div>Rosh Hashana</div> <div>BEGINS AT SUNDOWN</div>			
		1	2	3	<div></div> 4	5
<div></div> <div></div> 6	7	<div></div> 8	9	10	<div>Yom Kippur</div> <div>BEGINS AT SUNDOWN</div> 11	12
<div></div> 13	<div>Indigenous Peoples' Day</div> 14	15	<div></div> 16	17	18	19
<div></div> 20	<div>National Apple Day</div> 21	22	23	<div></div> 24	25	<div>National Pumpkin Day</div> 26
<div></div> 27	28	29	30	<div>Halloween</div> 31		

**OPERATIONS TIP: CLEANING 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.



2024

# SWEET POTATO PIE

Almond Milk, Sweet Potato, Apple Cinnamon Granola, Sea Salt, Organic Caramel & Organic Chai Spices with Vanilla Whey Protein



# NOVEMBER

**DID YOU KNOW...** Sweet Potato is referred to as a superfood because of how nutrient-dense it is. It is rich in fiber, vitamins and minerals.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>October 2024</div> <div>S M T W T F S</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 2024</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>					
Daylight Savings Time Ends   <div>3</div>	National Cinnamon Day <div>4</div>	Election Day <div>5</div>	<div>6</div>	 <div>7</div>	 <div>1</div> <div>2</div>	
 <div>10</div>	Veteran's Day <div>11</div>	<div>12</div>	World Kindness Day  <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>	Thanksgiving -PFC CLOSED- <div>28</div>	<div>29</div>	<div>30</div>

**OPERATIONS TIP: YEAR-END HOUSE CLEANING** - As the year comes to a close, prioritize thorough cleaning by dismantling and sanitizing equipment, deep-cleaning surfaces, and decluttering storage areas. Don't forget to review and update inventory, ensuring a seamless transition into the upcoming year. A clean, organized space sets the stage for a successful and vibrant start.



2024

PEPPERMINT MOCHA

Almond Milk, Organic Chocolate, Organic Coffee,  
Yogurt & Mint with Vanilla Whey Protein



DECEMBER

**DID YOU KNOW...** Mint may relieve indigestion and may help relax the muscles in your digestive tract.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY																																																																																				
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 29	30	New Year's Eve 31			<div>November 2024</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>1</td><td>2</td><td></td><td></td><td></td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr></table>	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	<div>January 2025</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>	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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**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.



# AN EDUCATED CUSTOMER IS A RETURN CUSTOMER

Besides taste, there is one more 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](http://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 and 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 and Whole-Foods. Place these at the Shake & Smoothie Bar, in our “Nutrition Zone,” or 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!

