



milkshakes and more

NEW f'real blending bar

Introducing the f'real blending bar, a unique merchandising system that will drive awareness and trial of f'real frozen blended beverages. The new blending bar consists of a custom countertop freezer, accessory tray and header piece, all designed to improve in-store visibility while making the most efficient use of counter space.



C-store shoppers are **75% more likely to notice and try f'real** in this configuration vs. the current under-counter set-up.*

custom counter-top freezer

The new freezer has a similar footprint to the current under-counter freezer yet has almost twice the cup capacity (180 cups) and almost double the facings (30 facings). Its spring-loaded cup dispensing system allows for the increased capacity and better cup visibility.

merchandising header

The header piece easily attaches to the freezer unit and is designed to increase cup sales by driving awareness and trial.

accessory tray

The custom accessory tray provides easy access to lids, straws, and spoons while optimizing the space under the freezer.

blending bar specifications

- Dimensions (total blending bar): 43"W x 56"H x 31"D
- Dimensions (freezer only): 29.6"W x 54"H x 30.9"D
- Facings: 30
- Capacity: 180 cups
- Certifications: CSA (C and US) and NSF

*Trinity Brand Group: f'real Identity and Merchandising Research, July 2011.