

# CASE STUDY

VITA-MIX

## Food Service Testimonial Ad Series

**Jamba Juice**

Dear Vita-Mix:

Thank you for sharing our passion for providing consistently delicious, freshly blended-to-order smoothies at our 400+ Jamba Juice stores from Honolulu to New York City. To us, making the perfect smoothie means using only the highest quality ingredients possible and serving it in a vibrant environment by a spirited staff. It also means whisking our customers through the Jamba experience efficiently so they can get back out there to lead their active lifestyles.

Delivering against this lofty goal means bringing in the right tools to get the job done. Next to our team members, one of the most critical tools we employ are our blenders that create our world-famous smoothies. After extensive research, and testing to find a blender that would meet our criteria, we are pleased to have selected Vita-Mix. The **Vita-Mix Blending Station** delivers a consistent high quality product and pours pure smoothie bliss every time.

Jamba is more than just our name — Jamba is about celebrating the flavors of life. After choosing Vita-Mix as our exclusive blender supplier we've been celebrating your arrival ever since. We are happy to report that since switching to Vita-Mix, our production lines move faster and our team members can now select a program, allowing them to multi-task by serving other customers. We are also impressed that the Vita-Mix Blending Station was designed by a former NASA sound engineer, and in turn has created a quieter environment to enhance our laid-back, fun atmosphere that we strive to create.

We couldn't do it without you. You have given Jamba a wonderful product that truly "blends" the best of all possible "whirls"

Sincerely,  
*Karen Kelley*  
Karen Kelley  
Vice President of Operations  
Jamba Juice Company

**800-4DRINK4**  
**Vita-Mix**  
FOODSERVICE

For a distributor near you, contact Vita-Mix at 800-437-4654 or 440-235-6214 • Fax 440-235-3670 • [foodservice@vitamix.com](mailto:foodservice@vitamix.com) • [www.vitamix.com/foodservice](http://www.vitamix.com/foodservice)

**Follow the Leaders...**

**Cold Stone**

Dear Vita-Mix:

At Cold Stone Creamery, we have been utilizing the high quality Vita-Mix blenders for many years. The Vita-Mix Blending Station is a consistent high quality product that has helped us create our world-famous smoothies. After extensive research, and testing to find a blender that would meet our criteria, we are pleased to have selected Vita-Mix. The Vita-Mix Blending Station delivers a consistent high quality product and pours pure smoothie bliss every time.

Jamba is more than just our name — Jamba is about celebrating the flavors of life. After choosing Vita-Mix as our exclusive blender supplier we've been celebrating your arrival ever since. We are happy to report that since switching to Vita-Mix, our production lines move faster and our team members can now select a program, allowing them to multi-task by serving other customers. We are also impressed that the Vita-Mix Blending Station was designed by a former NASA sound engineer, and in turn has created a quieter environment to enhance our laid-back, fun atmosphere that we strive to create.

We couldn't do it without you. You have given Jamba a wonderful product that truly "blends" the best of all possible "whirls"

Sincerely,  
*Eric Skelt*  
Eric Skelt  
Equipment Department Manager  
Cold Stone Creamery

**800-4DRINK4**  
**Vita-Mix**  
FOODSERVICE

**Follow the Leaders...**

**Smoothie King**

Dear Vita-Mix:

At Smoothie King, we have been utilizing the high quality Vita-Mix blenders for many years. The Vita-Mix Blending Station is a consistent high quality product that has helped us create our world-famous smoothies. After extensive research, and testing to find a blender that would meet our criteria, we are pleased to have selected Vita-Mix. The Vita-Mix Blending Station delivers a consistent high quality product and pours pure smoothie bliss every time.

Jamba is more than just our name — Jamba is about celebrating the flavors of life. After choosing Vita-Mix as our exclusive blender supplier we've been celebrating your arrival ever since. We are happy to report that since switching to Vita-Mix, our production lines move faster and our team members can now select a program, allowing them to multi-task by serving other customers. We are also impressed that the Vita-Mix Blending Station was designed by a former NASA sound engineer, and in turn has created a quieter environment to enhance our laid-back, fun atmosphere that we strive to create.

We couldn't do it without you. You have given Jamba a wonderful product that truly "blends" the best of all possible "whirls"

Sincerely,  
*Eric Skelt*  
Eric Skelt  
Equipment Department Manager  
Smoothie King

**800-4DRINK4**  
**Vita-Mix**  
FOODSERVICE

**Follow the Leaders...**

**Cold Stone**

Dear Vita-Mix:

At Cold Stone Creamery, we have been utilizing the high quality Vita-Mix blenders for many years. The Vita-Mix Blending Station is a consistent high quality product that has helped us create our world-famous smoothies. After extensive research, and testing to find a blender that would meet our criteria, we are pleased to have selected Vita-Mix. The Vita-Mix Blending Station delivers a consistent high quality product and pours pure smoothie bliss every time.

Jamba is more than just our name — Jamba is about celebrating the flavors of life. After choosing Vita-Mix as our exclusive blender supplier we've been celebrating your arrival ever since. We are happy to report that since switching to Vita-Mix, our production lines move faster and our team members can now select a program, allowing them to multi-task by serving other customers. We are also impressed that the Vita-Mix Blending Station was designed by a former NASA sound engineer, and in turn has created a quieter environment to enhance our laid-back, fun atmosphere that we strive to create.

We couldn't do it without you. You have given Jamba a wonderful product that truly "blends" the best of all possible "whirls"

Sincerely,  
*Eric Skelt*  
Eric Skelt  
Equipment Department Manager  
Cold Stone Creamery

**800-4DRINK4**  
**Vita-Mix**  
FOODSERVICE

**Follow the Leaders...**

**Smoothie King**

Dear Vita-Mix:

At Smoothie King, we have been utilizing the high quality Vita-Mix blenders for many years. The Vita-Mix Blending Station is a consistent high quality product that has helped us create our world-famous smoothies. After extensive research, and testing to find a blender that would meet our criteria, we are pleased to have selected Vita-Mix. The Vita-Mix Blending Station delivers a consistent high quality product and pours pure smoothie bliss every time.

Jamba is more than just our name — Jamba is about celebrating the flavors of life. After choosing Vita-Mix as our exclusive blender supplier we've been celebrating your arrival ever since. We are happy to report that since switching to Vita-Mix, our production lines move faster and our team members can now select a program, allowing them to multi-task by serving other customers. We are also impressed that the Vita-Mix Blending Station was designed by a former NASA sound engineer, and in turn has created a quieter environment to enhance our laid-back, fun atmosphere that we strive to create.

We couldn't do it without you. You have given Jamba a wonderful product that truly "blends" the best of all possible "whirls"

Sincerely,  
*Eric Skelt*  
Eric Skelt  
Equipment Department Manager  
Smoothie King

**800-4DRINK4**  
**Vita-Mix**  
FOODSERVICE

### Client Situation:

Vita-Mix established strong relationships with food service industry chains, who agreed to be featured in the company's advertising.

### Tactics:

Depict the variety and high performance aspects of Vita-Mix products. Use both advertising and PR to create powerful messages for Vita-Mix. Work closely with the client and the client's customers to produce an advertising campaign. Stevens Strategic wrote and placed over twenty articles, set up interviews, and generated buzz for Vita-Mix in the industry.

### Results:

Vita-Mix cemented relationships with their customers—Jamba Juice, Java City, Smoothie King, Cold Stone Creamery, and Emerald City. At the same time, the company secured high readership scores and PR exposure from their stories.

BMA Tower Award, IABC Vision Award

An Award-Winning Communications Firm

FOLLOW US ON THE WEB



STEVENS STRATEGIC  
communications, inc

INTEGRATED MARKETING  
CORPORATE COMMUNICATIONS  
CRISIS COMMUNICATIONS

Gemini Towers Suite 500 • 1991 Crocker Road • Westlake, OH 44145

tel: 440.617.0100 • toll free: 1.877.900.3366 • fax: 440.614.0529

[www.stevensstrategic.com](http://www.stevensstrategic.com) • [estevens@stevensstrategic.com](mailto:estevens@stevensstrategic.com)