F’REAL TRUCK TOUR DRIVES EXCITEMENT AND TRIAL ON COLLEGE CAMPUSES

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College students in the Southeast will have more to celebrate than football this fall, as the epic f’real College Truck Tour rolls onto eight campuses in September. Students will enjoy free f’real shakes and smoothies, plus free merchandise including t-shirts, hats, socks, stickers, and reusable straws. The tricked out modern ice cream truck will stir up excitement for f’real frozen treats and point students to their closest f’real machine, available in over 24,000 convenience stores, foodservice areas, and college campuses across the globe.

The popular f’real blenders are found in 363 college campus convenience stores, enabling users to create their own indulgent milkshake or real-fruit smoothie in about a minute.

The Truck Tour kicks off Sept. 5 at Mississippi State University, winding through eight college campuses through Sept. 19. The eye-catching truck is decked out with memorable graphics that showcase the brand’s personality and popular frozen beverages. QR codes on the truck lead to freal.com/finder to locate retailers nearby that include a f’real machine.

f’real shakes and smoothies are particularly popular among Gen Z, as sales of f’real milkshakes are highest on college and university campuses. The Truck Tour will raise brand awareness, increase trial, and ultimately drive sales for retail customers. The f’real brand connects with Gen Z through social media activations, targeted marketing, and entertaining content on blender screens.

Flavors offered will depend on the local distributors and may include the seven core milkshake flavors, three plant-based smoothies, and Limited Edition Fudge Brownie Batter.

The Truck Tour schedule includes stops at 8 colleges:
- Sept. 5 Mississippi State University (Starkville)
- Sept. 7 University of Tennessee at Chattanooga
- Sept. 12 High Point University (NC)
- Sept. 13 North Carolina State University (Raleigh)
- Sept. 14 University of South Carolina (Columbia)
- Sept. 15 Auburn University (AL)
- Sept. 18 University of South Florida (Tampa)
- Sept. 19 University of Florida (Gainesville)
Plans are already underway for the 2024 f’real Truck Tour, and foodservice managers at college campuses across the country are invited to participate. They can apply at https://info.freal.com/2024CollegeTourLeads.

Earlier this summer, the f’real brand launched an immersive marketing campaign to drive hungry Gen Zers and Millennials to cool off with a shake or smoothie. The “Discover Your f’real” campaign entices consumers to visit freal.com/finder and locate retailers nearby that include a f’real machine. The campaign has helped boost f’real website traffic by 30% over last summer.

The marketing campaign runs through October, so it’s an ideal time for c-stores and colleges to add a f’real machine. Those who have a f’real machine can participate in the campaign by posting graphics and link to the f’real finder on their own social channels.

The f’real turnkey self-serve program enables c-stores and cafeterias to offer delicious, refreshing milkshakes and smoothies without adding labor. Consumers simply “Pick” a flavor from the freezer, “Peel” off the lid, and “Place” their cup in the B6 blender, where they choose their favorite thickness. The suggested retail price for each 12-ounce f’real is $3.99.

Operators can learn more about f’real shakes and smoothies at business.freal.com.

About f’real
The first f’real blender debuted in Tulsa, OK, in 2003, creating “happiness in a cup” by blending real milk with premium ingredients. Today, the innovative self-serve machine creates popular blend-it-yourself snacks, available in over 24,000 locations worldwide. Guests pick a flavor, choose a thickness, and create a delicious shake or smoothie in about a minute. F’real is now offering a behind-the-counter solution, enabling QSRs and fast casual restaurants nationwide to offer delicious shakes and smoothies. F’real shakes and smoothies joined the Rich Products portfolio in 2012.

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Rich’s, also known as Rich Products Corporation, is a family-owned food company dedicated to inspiring possibilities. From cakes and icings to pizza, appetizers and specialty toppings, our products are used in homes, restaurants, and bakeries around the world. Beyond great food, our customers also gain insights to help them stay competitive, no matter their size. Our portfolio includes creative solutions geared at helping food industry professionals compete in foodservice, retail, in-store bakery, deli and prepared foods among others. Working in 100 locations globally, with annual sales exceeding $5.8 billion, Rich’s is a global leader with a focus on everything that family makes possible. Rich’s®—Infinite Possibilities. One Family. Learn more at Richsusa.com.

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