For Immediate Release

EPIC “DISCOVER YOUR F’REAL” CAMPAIGN LAUNCH DRIVES CONSUMERS TO C-STORES

Summertime fun officially kicks into high gear this week, as the f’real brand launches an epic immersive marketing campaign that will drive hungry Gen Zers and Millennials to convenience stores to cool off with a milkshake or smoothie. Through colorful, otherworldly graphics, the “Discover Your f’real” campaign entices consumers to visit freal.com/finder and locate retailers nearby that include a f’real machine. Over 24,000 locations worldwide offer f’real – including c-stores, foodservice areas, college campuses, and more -- where shoppers can create their own indulgent milkshake or real-fruit smoothie in about a minute.

The mysterious vibe of “Discover Your f’real” plays on pop culture’s fascination with movies, streaming shows, games, and social posts portraying strange and unexplainable themes. The campaign embraces Gen Z’s curiosity for new experiences, encouraging them to take the leap and discover a nearby f’real location.

“Discover Your f’real” launched in May with two videos showcasing the product and blending experience in a fun and entertaining way. Phase Two launches this week, with two new colorful video spots that expand upon the epic theme and focus on the unique blending process. The campaign runs through the end of October utilizing organic and paid social media, influencers, YouTube, connected TVs/Streaming apps, Gas TV at the pump, and search engine marketing (SEM).

C-store operators 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.
With the “Discover Your f’real” campaign running through October, it’s an ideal time for c-stores to add a f’real machine to their lineup. This creative campaign centers on the f’real machine and leans into the blending experience that differentiates f’real from other products in the c-store.

Summer is the peak season for consumers to cool off with f’real, and milkshakes and smoothies continue to gain popularity. To satisfy the 81% of consumers who like or love milkshakes, they are found on 15.9% of fast-casual restaurant menus. A recent Datassentials blog post states that “treating oneself is a top driver to drink certain beverages in general – milkshakes, hot chocolate, slushies, smoothies, and cold coffee beverages in particular.”

The f’real turnkey self-serve program enables c-stores to offer delicious, refreshing milkshakes and smoothies without adding labor. Consumers simply “Pick” a flavor from the freezer, “Peel” off the top, and “Place” their cup in the B6 blender, where they choose their favorite thickness. C-stores can offer up to seven delicious core milkshake flavors that are made with real milk, three smoothies made with real fruit and less sugar, plus limited-edition flavors released each year.

The B6 Blender and freezer each plug into a regular 120-volt wall outlet, and the blender requires limited counter space and a 3/8” inner diameter water supply line. Choose from 10 freezers of varying sizes to fit any store’s space. The blender is internally self-sanitizing and rinses between blends, meaning less work for employees. The suggested retail price for each 12-ounce f’real is $3.99.

Operators can learn more about f’real milkshakes 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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