

**Contact Information:**

Thomas Midanek, *Manager, Events*

California Smoothies, LLC

Thomas@CASmoothies.com

www.CASmoothies.com

or call us **Toll FREE: 888.508.3756**

FOR IMMEDIATE RELEASE: (January / 1st Quarter 2008)

Walnut Creek, CA – CA Smoothies™ and CASmoothies.com™ announced today their acquisition of a local purveyor and move into the East San Francisco Bay or 'East Bay' area. CA Smoothies brings its trademark brand of healthy, delicious and nutritious smoothies and snacks *direct* to their customers' locations, serving a variety of events ranging from parties, bar & bat mitzvahs, sporting events and corporate functions to school and other types of fundraisers and more. The company even offers its healthy alternative fare for kid's parties, through its affiliate brand, C.A. Smoothie, Jr.™

C.A. Smoothie,™ the company's eponymous founder, takes health and leading healthy lifestyles seriously – catering to the growing, *if not burgeoning* demands of U.S. consumers – *especially* teens, tweens & young minded people of all ages, for healthier, better tasting fare. As demand accelerates for nutritious drinks and snacks, especially by teens and others on the go – CA Smoothies' energetic and enthusiastic team is not only stepping up, but growing, as well, in order to meet this challenge.

As C.A. Smoothie himself points out, this "ginormous" demand is being overlooked by many fast and processed food companies that promise healthier solutions, but fall far short of "delivering." As C.A. Smoothie passionately proclaims, "700 calorie salads, along with 800 calorie burgers give people little more than a 'fat chance' of improving their diet, health & lifestyle." He adds, "We're *proving* that scrumptious, 20 oz. smoothies, with *only 280 calories or LESS* are a reality – and being delivered, custom-crafted and made *fresh* – *wherever & whenever our delighted customers want!*"

"Our products epitomize our unwavering commitment to both health *and fun*," states Thomas "T" Midanek, CA Smoothie's 'man with a plan' in Walnut Creek, CA. Adds "T," regarding CA Smoothies' seldom seen hero and founder, C.A. Smoothie:™ "He taught me to appreciate just how truly amazing our world really is, and how, even with all our hi tech toys and distractions we need to get off our computers and cells phones, even if for only a few minutes a day. Each of us needs to take some time to get in some biking, walking, surfing, snowboarding: something, *anything*. You simply need to have a good time – oh, and a CA Smoothie, of course," he adds with a big grin.

Through their multigenerational venture, C. A. Smoothie™ & C.A. Smoothie, Jr.™ share a unique appreciation of the joys of running one's own business – a vision that includes, and is *actively inviting* the participation of other, young *and young minded* people. CA Smoothies envisions coast-to-coast expansion and beyond as a major part of their mission: *Catering to a Healthier Planet.*™ **Interested parties are invited to contact CA Smoothies for franchising & other opportunities.**