



Since 1973 Smoothie King has been focused on a simple mission: To inspire people to live a healthy and active lifestyle. With over 800 locations, Smoothie King provides “Smoothies With a Purpose” to millions of people around the globe.

As part of the company’s sustainability program, Bret Cunningham, Vice President Design and Construction worked with Encore® Premium Plumbing Products to reduce water usage in the stores. The largest area of water usage within the stores is the cleaning of smoothie blenders with high pressure “pre-rinse spray valves”. Each blender bowl must be thoroughly cleaned before making a smoothie. The speed and efficiency of this cleaning is critical with most stores averaging over 200 smoothies per day.

Encore Premium Plumbing offers PowerPulse™ Pre-Rinse Spray Valves to meet the specific needs of a wide range of foodservice establishments.

The blender cleaning process at Smoothie King is a critical factor in speed of service and requires the sprayer be capable of cleaning the hard to reach areas under the blades. After a six-month test and evaluation period, in which various spray valves were tested and design upgrades ideas provided to Encore, Smoothie King selected the PowerPulse High Efficiency Pre-Rinse Spray Valve. Not only did the sprayer fully clean the bowls quickly and efficiently, the added benefit of water savings made these a clear selection.

The PowerPulse is a patent pending design, which uses pulsating jets of water to clean thoroughly and quickly. In independent Fisher Nickel* testing the PowerPulse powers off dried and baked on food in only 12 seconds.

The PowerPulse Pre-Rinse Spray Valves clean up to 43% faster and use up to 58% less water than the next competitor. The PowerPulse is also an easy retrofit to existing pre-rinse spray valve assemblies.

Bret reports that the Encore “PowerPulse was a unanimous choice as the preferred spray by operational teams”. With over 100 new stores this year, the PowerPulse is now the new standard for all Smoothie locations worldwide.

* www.fishnick.com