Smoothie King Creates "Daily Warrior" Smoothie in collaboration with the American Cancer Society

The ‘Smoothies With A Purpose’ brand proudly supports the American Cancer Society

NEW ORLEANS (April 24, 2018) – Smoothie King, the leading smoothie brand committed to inspiring guests to live a healthy and active lifestyle with more than 900 locations worldwide, has collaborated with the American Cancer Society to create the Daily Warrior, a great-tasting, high-calorie smoothie that is designed to help people who face challenges meeting their daily caloric and nutritional needs. The Daily Warrior smoothie is blended with fruits and vegetables as well as protein, fiber, calcium, iron and potassium to help those individuals power through their day.

Smoothie King food scientists, with input from American Cancer Society nutritionists, developed a great-tasting smoothie to deliver a high level of calories and important nutrients for overall health. The Daily Warrior smoothie, when added to an individual’s diet, helps support those caloric goals. American Cancer Society nutritional guidelines call for a healthy diet with an emphasis on fruits, vegetables and whole grains.

“The Daily Warrior is one of our ‘Smoothies With A Purpose,’ conveniently and deliciously helping deliver important nutrients for overall health, including protein, fiber, calcium, iron and potassium, but with a higher caloric value, which makes it a great addition to a diet for people who struggle to maintain or increase their weight regardless of the reason,” said Mitchell Grittman, food scientist for Smoothie King. “It goes back to the company’s mission since 1973, when our founder experimented with different blends of real fruit and nutrients to help others support their health goals in a delicious way. We continue to inspire people to lead healthy and active lifestyles through our purpose blends and Cleaner Blending initiative.”

The 20-ounce, 660-calorie smoothie is made with bananas, wild blueberries, dates, peanut butter, organic spinach, almonds, blueberry juice blend and stevia plant-based sweetener. It has 31 grams of fat, 15 grams of fiber, 16 grams of protein and, true to Smoothie King’s Cleaner Blending initiative, has no added sugar, trans fat, high fructose corn syrup, hydrogenated oils or gluten.

“The American Cancer Society attacks cancer from every angle, and this collaboration is an innovative, hands-on way to meet the needs of our most important audience – those facing cancer directly,” said American Cancer Society Chief Development and Marketing Officer Sharon Byers. “We’re also inspired by the Smoothie King backstory, because that same desire to help people led to the formation of ACS 105 years ago.”

For more information on the new smoothie, the Cleaner Blending initiative, and Smoothie King’s mission to inspire people to live healthy and active lifestyles, go to www.smoothieking.com.
