



MERCHANTS GROCERY COMPANY
A COMPANY YOU CAN COUNT ON

800 MADDUX DRIVE | CULPEPER, VA 22701
WWW.MERCHANTS-GROCERY.COM | 1.877.897.9893



PRE-INSTALLATION

Blender and Freezer Pre-Installation Requirements

f'real is not responsible for costs to ensure pre-installation requirements are met. Please confirm your store meets the following pre-installation requirements to prepare your store for the f'real program.

Blender Requirements

- 1 Blender is for indoor use only. The operating range for the blender is: 40 to 90 degrees F., with 0 to 100% non-condensing relative humidity.
- 2 Blender requires a dedicated 15 amp, 120 volt circuit. Freezer and any other pieces of equipment should NOT be operated on the same circuit as the blender. (Note: Extension cords are not acceptable and may void warranty due to improper power supply.)
- 3 Blender requires a filtered, non-carbonated water supply that is regulated from 25 to 65 PSI to ensure optimum water flow. Additionally, install a shut-off valve near the blender. Use only new water lines and ensure water connection complies with national/local code.
- 4 Drain line is required near where the blender will be placed. The blender is equipped with 10' of 3/4" ID hose. Drain line must be sloped downward all the way to the drain to provide for free flow of rinse water.
- 5 Follow all applicable national/local electrical and plumbing codes.
Note: If you have purchased a Double Blending Bar, please be aware that you will need an additional plugin.

FREEZER Requirements









- 1 The freezer unit requires a dedicated 15 amp, 120 volt circuit. (Note: Extension cords are not acceptable and may void warranty due to improper power supply.)
- 2 Follow all applicable national/local electrical codes.

For other equipment-related information, please refer to your **Installation and Operation**



Contact your Food Service Specialist for more information!



Description	Size	MGC #
F' REAL VANILLA BLISS MILKSHAKE 	12/ 8 oz	#76059
F' REAL SNICKERS MILKSHAKE 	12/ 8 oz	#76027
F' REAL STRAWBERRY BANANA SMOOTHIE 	12/ 9 oz	#76054
F' REAL PB CUP REESES MILKSHAKE 	12/ 8 oz	#76055
F' REAL MANGO SMOOTHIE 	12/ 9 oz	#76053
F' REAL COOL MINT CHIP MILKSHAKE 	12/ 8 oz	#76057
F' REAL OREO MILKSHAKE 	12/ 8 oz	#76058
F' REAL CHOCOLATE CHILL MILKSHAKE 	12/ 8 oz	#76060
F' REAL ACAI BERRY BLAST SMOOTHIE 	12 / 9 OZ	#76052
F' REAL CLEAR DOME LID 	1/ 100 CT	#76065
F' REAL LID FLAT LOGO 	1/400 CT	#76065



DISTRIBUTOR LEAD INFORMATION

The following information must be filled out in order to pay out spiff.

DISTRIBUTOR SALES REPRESENTATIVE CONTACT INFORMATION					
Name				Telephone	
Email				Facsimile	
Ship to Address					
City		State		Zip	

COMPANY INFORMATION				
Distributor Name				
Address			Telephone	
City				
State		Zip		Facsimile

CUSTOMER INFORMATION				
Account Name				
Contact Name				
Address			Telephone	
City			Email	
State		Zip	Customer Number	



B6 BLENDER AND FREEZER

Specifications and Installation Requirements



B6 BLENDER

Self-Sanitizing
(Blender only, sold separately)

FR00-0106	\$9,895
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BLENDING BAR

Our Best Selling Blender
& Freezer Configuration

FR10-0011	\$3,675
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MINI BLENDING BAR

Good for Medium Traffic
Smaller Footprint

FR10-0011-M	\$3,250
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DOUBLE BLENDING BAR

Allows for Dual Blending
Supports High Foot Traffic

FR10-0011-DH	\$3,875
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SINGLE DOOR FREEZER

Best Selling Blender
and Compact Freezer

FR10-0007-RHC	\$3,000
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TALL UPRIGHT FREEZER

Highest Cup Capacity
Good for Limited Storage

FR10-0022-RH	\$4,525
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SIDE COUNTER

Optional Storage
(Sold Separately)

FR10-SCTR	\$1,050
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BLENDER SPECS*

DIMENSIONS: 15.25" W / 25" D / 42" H

WEIGHT: 125 LBS

CERTIFICATIONS: NSF, TÜV, SUD

*Add the dimensions of desired freezer to the dimensions of the blender when planning for necessary equipment space.

INSTALLATION REQUIREMENTS

- Requires a dedicated 15A, 120V circuit
- 7 FT. grounded power cord (included)
- Freezers require 15A, 120V circuit separate from blenders

DRAINAGE

- Gravity drain required
- Blender comes with 10 FT. length of 3/4" ID anti-microbial drain tube

FILTERED

- Connect the 3/8" Inner Diameter water supply line** with the hose clamp provided to the water line at the back of the blender
- Turn the ball valve lever parallel to the water to initiate water flow
- Ensure the water supply line is filtered to 120 ppm hardness and 150 ppm TDS
- Regulate the location's water pressure to 25-50 PSI

**Customer provides water supply line.

FREEZER PRICES & EQUIPMENT SPECIFICATIONS

FREEZER	W"	D"	H"	CUP CAPACITY	FACINGS	EMPTY WEIGHT	FULL WEIGHT	SHIPPING DIMENSIONS	FREEZER PRICE	BLENDER & FREEZER PRICE
MINI BLENDING BAR	33.5"	32.5"	56"	90	15	225 LBS	295 LBS	37.5 x 37.5 x 67"	\$3,250	\$13,145
BLENDING BAR	45.5"	32.5"	56"	180	30	245 LBS	385 LBS	38 x 40 x 62"	\$3,675	\$13,570
DOUBLE BLENDING BAR	61.5"	32.5"	56"	180	50	250 LBS	390 LBS	38 x 40 x 62"	\$3,875	\$23,665
SINGLE DOOR FREEZER	28"	31"	32.5"	102	18	200 LBS	280 LBS	37 x 35 x 40"	\$3,000	\$12,895
TALL UPRIGHT FREEZER	30"	29.5"	78.5"	252	42	365 LBS	560 LBS	36 x 38 x 84"	\$4,525	\$14,420
SIDE COUNTER	16"	26"	36"	-	-	-	-	34 x 25 x 42"	\$1,050	\$10,945

NOTE: Blending Bar dimensions include blender(s). Please confirm available space prior to ordering.
Blender & Freezer price does not include applicable taxes or shipping & handling.

For more information, contact sales@freal.com



PRODUCT ASSORTMENT

f'real has a variety of great flavors and segments for your customers to choose from! Our 12oz shakes are designed to indulge the taste buds, whether it be for a decadent experience or a better-for-you treat. With fun and eye-catching packaging, customers will remember their experience and return for more. This means more sales for your store!

MILKSHAKES (Look for Limited Edition flavors released every year!)

Made with **real milk**, our six delicious core flavors will indulge your customers.

 Vanilla Bliss 8 13993 00604 7	 PB Cup made with Reese's® 8 13993 00137 0	 OREO® Cookies & Cream 8 13993 00215 5
 Cool Mint Chip 8 13993 00534 7	 Chocolate Chill 8 13993 00710 5	 SNICKERS® 8 13993 00974 1
 Cotton Candy	<div><div>Scan this QR code to visit the f'real website Download planograms, cup renders and access all current SKUs on the Product Ordering Guide.</div></div>	

SMO OTHIES

Our smoothies are **plant-based** and made with **real fruit** to delight existing and attract new consumers looking for that healthy respite.

 Strawberry Banana 8 13993 00726 6	 Acai Berry Blast 8 13993 00434 0	 Mango 8 13993 00167 7
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Don't forget to order SUPPLIES - See the next page for info!



RETAILER SUPPLIES

The following accessories make things easier for you and give your customer the best possible experience.

STRAWS

PLA Compostable f'real Straw
(individually wrapped)

Case (3000 Straws/Case - 10 Bags of 300)

Item #: 09-5120 UPC: 813993004531

NEW!
f'real PLA
Compostable
Straws



f'real Blue Straw (individually wrapped) 4 pk Case (4 Bags of 300)

Item #: 09-5140 UPC: 813993009086

f'real Blue
Straws



PET Lid with f'real logo

Custom designed to fit perfectly on every f'real cup.

PET Lid w/ F'real Logo, Case (1000 Lids/Case)

Item #: 09-5001 UPC: 813993007297

PET Lid w/ F'real Logo, 4 pk Case (400 Lids/Case)

Item #: 09-5041 UPC: 813993008485



LID/STRAW/SPOON HOLDER

Clear acrylic container neatly holds f'real lids, straws and soda spoons.

Includes 1 Holder

Item #: 09-5300 UPC: 813993009116



NEW! Teaspoon

Perfectly sized for our 12oz shake, this spoon is strong and sturdy to withstand our thicker blended shakes. (Individually Wrapped)

Teaspoon, Case (1,000 Spoons/Case)

Item #: 09-5210 UPC: 00842312107158

Teaspoon, Case (250 Spoons/Case)

Item #: 09-5250 UPC: 813993000861



CONTACT YOUR LOCAL DISTRIBUTOR TO ORDER
FOR MORE INFO, CONTACT SUPPLIES@FREAL.COM

NEW AND EXCITING LIMITED TIME FLAVOR!



KEY DATES

- Available for general distributor delivery the week **May 29 2023**
- Target in-store date week of **June 12 2023**

PRODUCT ATTRIBUTES

- Fudge & Brownie are both Top 20 ingredients paired with a milkshake concept across both general and GenZ audiences¹
- These ingredients are featured within the “proliferation” stage of Dataessential’s Milkshake MAC chart, making the ²combination low risk

MARKET SUPPORT

- In-store Blender Screen Content
- Social media promotion across f'real channels
- Featured flavor pop-up on f'real.com and on the f'real flavor finder

1. Tastewise Platform 2. Datassentials MAC Chart



For more information, contact accounts@freal.com

[f](#) [t](#) [i](#) [@therealfreal](#)

FUDGE BROWNIE BATTER MILKSHAKE

CASE UPC CODE [12-PACK] CUP UPC CODE VENDOR ITEM # SERVING SIZE

813993007068	813993006061	80153	12 FL OZ
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CUP DETAILS

GROSS CUP WEIGHT NET CUP WEIGHT CUP VOLUME BEFORE BLENDING CUP VOLUME AFTER BLENDING

0.62 LBS	0.58 LBS	8 FL OZ	12 FL OZ
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CUP HEIGHT	CUP WIDTH	PRODUCT TYPE	STORAGE
4.5"	3.7"	FROZEN	0 F / -17.8 C

SHELF LIFE	CODE FORMAT
547 DAYS / 18 MONTHS	BEST BY DATE

CASE DETAILS

PACKAGED BY: CASE	GROSS CASE WEIGHT: 7.7 LBS
NET CASE WEIGHT: 7.0 LBS	CASE CUBE: 0.54 FT3
MASTER CASE PACK: 12 CUPS PER CASE	CASE LENGTH: 16"
CASE WIDTH: 12"	CASE HEIGHT: 4.9"

PALLET DETAILS

CASES/PALLET:	130 CASES	FULL PALLET WEIGHT:	1,012 LBS
FULL PALLET HEIGHT:	70"	FULL PALLET TT X HIGH:	10 X 13

INGREDIENTS: MILK, SUGAR, CREAM, CORN SYRUP, FUDGE BROWNIE (WHEAT FLOUR, POWDERED SUGAR (SUGAR, CORNSTARCH), PALM OIL, WATER, SUGAR, COCOA PROCESSED WITH ALKALI, COCOA, CORN SYRUP, NATURAL FLAVOR, SALT), SKIM MILK, COCOA POWDER, COCOA PROCESSED WITH ALKALI, GUAR GUM, CAROB GUM, NATURAL FLAVOR.

ALLERGEN INFORMATION: CONTAINS MILK AND WHEAT. MAY CONTAIN TRACES OF PEANUTS, TREE NUTS, SOY, OR EGGS FROM MANUFACTURING AND BLENDING.

Nutrition Facts

1 serving per container	
Serving size 12 fl oz (355 mL)	
as prepared	
Amount per serving	
Calories 460	
% Daily Value*	
Total Fat 16g	21%
Saturated Fat 10g	50%
Trans Fat 0g	
Cholesterol 45mg	15%
Sodium 150mg	7%
Total Carbohydrate 72g	26%
Dietary Fiber 3g	11%
Total Sugars 54g	
Includes 44g Added Sugars	88%
Protein 9g	
Vitamin D 0mcg 0% • Calcium 280mg 20%	
Iron 3mg 15% • Potassium 533mg 10%	
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

CASE UPC CODE [12-PACK]



For more information, contact accounts@freal.com