

## **Blendtec in 2015: Still Innovating in Blending Technology & Beyond**

Blendtec has a colorful history that began in the 1970s with the invention of a wheat mill and led to the founding of the company in 1989 in a quest to create the perfect blender. Today, as the developer of the world's most advanced blenders and a pioneer in new blending technology, the company is one of the most widely recognized brands in the foodservice and kitchen appliance industries. Led by company founder and chief engineer Tom Dickson, Blendtec has introduced firsts including commercial-grade high-speed blending, profile blending, preprogrammed blend cycles, capacitive touch interfaces, single blades with winglets, five-sided blending jars, 12-appliances-in-one capabilities, a patented blunt safety blade that is 80% thicker and 10 times stronger than those on competitive blenders, and the world's first self-serve smoothie machine. Innovations like these have made Blendtec products indispensable in restaurants, juice bars, cafes and homes around the globe.

### **'Will It Blend?' A Viral Video Sensation**

Also helping to raise Blendtec's profile for the past decade has been the "Will It Blend?" video series on YouTube. Debuting in 2006 long before video marketing was popular and seen by half a billion people to date, the series stars Dickson in mock mad scientist mode pulverizing everything from marbles and golf balls to iPads and rakes in Blendtec blenders to demonstrate their power and durability. The videos have won a slew of awards, including #1-viral-marketing-campaign-of-all-time honors from AdAge and the coveted CLIO international advertising award, and helped build broad awareness of the Blendtec brand.

### **New Growth, New Frontiers**

In 2014, company revenues doubled with the introduction of new products, international expansion and dramatic distribution increases with major US retail accounts. To meet demand, Blendtec added new production lines and expanded its workforce from 280 to over 500 at its 270,000-square-foot facility in Orem, Utah, where all Blendtec products are manufactured for quality control. The growth has also led to affiliations with brands such as Coca-Cola, Matthew Kenney Culinary, Le Cordon Bleu Culinary Institutes and Gatorade – a partnership in which Blendtec is the official blender supplier for Gatorade Fuel Bars installed in professional and college sports team facilities around the country. Blendtec also has affiliations with dozens of brand ambassadors in the culinary, fitness and nutrition fields.

### **Moving Forward in 2015**

Blendtec continues to build on its reputation for commercial-quality power and durability, safety, innovation and cutting-edge design with visionary new products and partnerships. In 2015 that includes the Blendtec Designer 725, the first high-speed blender operated entirely by touchscreen; the Mini WildSide+ Jar, a 36-ounce version of its patented five-sided WildSide blending jar designed for small and single-sized recipes of smoothies, protein shakes, juices, batters and more; a new alliance with EXOS, which will use Blendtec blenders in its training facilities for elite and professional athletes; and plans to release an industry-first Bluetooth-connected food preparation system that will dramatically advance the concept of the connected kitchen. With an ongoing focus on the next big innovation, Blendtec engineers will continue to revolutionize the blending industry in 2015 and beyond.