

For Immediate Release  
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**BLENDTEC® PARTNERS WITH LANCER TO DEVELOP THE BLENDPOINT™:**  
**INNOVATIVE CREW-SERVE BLENDED ICE BEVERAGE STATION**

In collaboration with Lancer, Blendtec® introduces BlendPoint™, a blended beverage system designed for high-volume, quick-service operators. Boasting a 3.8 peak horsepower motor and high-performance dispensing technology, BlendPoint pairs the power of a countertop blender with the convenience of a self-serve machine. This fully contained crew-serve station also features a 25-pound ice hopper, sound dampening door, Rapid Rinse Station for easy cleanup and refrigerated cabinet allowing upgrades from shelf-stable ingredients. With an intuitive touch-screen and programmable cycles, operators can build a profitable, robust frozen drink menu that employees can easily recreate in 30 seconds or less. One-year warranty available with purchase. For more information, visit [Blendtec.com/Commercial](http://Blendtec.com/Commercial) or call 1-800-BLENDTEC.

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