

## Press Release

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### **Smoothie King sold a minority stake to consumer investor Main Post Partners**

July 10, 2025 - Smoothie King, the Dallas-based restaurant chain, sold a minority stake to consumer investor Main Post Partners, according to a statement. Though terms of the transaction weren't disclosed, the smoothie franchise had been seeking to be valued in a deal at more than \$1 billion, said a person familiar with the matter who asked not to be identified discussing private information. A representative for Smoothie King declined to comment on the valuation.

Restaurant acquisitions are surging as financial sponsors' appetite for deals in the space returned. Crumbl, the cookie and dessert chain, agreed to sell a stake in May to TSG ConsumerPartners. Roark Capital bought a majority stake in Dave's Hot Chicken this month, while Blackstone Inc. bought Tropical Smoothie Cafe last year.

### **About Smoothie King**

Founded in 1973, Smoothie King has over 1,200 locations in the US, plus stores in South Korea, Trinidad and Grand Cayman, according to a statement. Chief Executive Officer Wan Kim acquired the chain from its co-founders in 2012. The company said it plans to add more than 105 new stores in the US this year. "We have been extremely impressed by Main Post's track record of growing franchise brands the right way – by building a strong culture, focusing on the guest, and always thinking longterm," Wan said in the statement.

Smoothie King was advised on the deal by North Point Mergers and Acquisitions.