

# [PDF] Smoothies! The Original Smoothie Book, Vol. 1

**Mr. Dan Titus - pdf download free book**

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**Books Details:**

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Author: Mr. Dan Titus

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## **Description:**

**From the Author** Why a book about smoothies?

Juicing books currently on the market do not provide "professional" smoothie recipes nor, do they provide a historical view of the "smoothie". They word smoothie can mean anything. The book contains a smoothie ranking system (see Chapter 2) that defines and ranks the different kinds of smoothies.

The juice/smoothie industry is growing at a steady rate. Smoothies aren't a fad; they are solid trend. The juice and smoothie industry addresses consumers need for alternatives to fast food and is driven by customer demand for healthier meal alternatives. What is the staying power of smoothies and

fresh squeezed juice?

Most cultures of the world recognize the virtues of juice. Therefore, the juice/smoothie concept has international appeal. The products sold have customer appeal and satisfy the need for a healthier alternative to conventional fast food. The products appeal to a large demographic span: From children to grandparents. The smoothie can be positioned as a: Meal replacement, meal enhancement or a dessert. In simple terms, the juice/smoothie business is fun!

Drink these Books!

Also, see Smoothies! The Original Smoothie Book: Volume 2, ISBN 1582910200 and Smoothies! The Original Smoothie Book: Special Bundled Set, ISBN 1582910219, which is a special priced set containing two (2) of the Smoothies! books. Both of these titles are sold here on Amazon.com

Healthy regards,

Dan "The Smoothie Man" Titus

**About the Author** Dan Titus is the founder of the Juice and Smoothie Association, an organization that monitors and promotes the \$1.5 billion juice and smoothie industry. Popularly known as the "Smoothie Man," he is a nutritional advocate and author of several books about the juice and smoothie industry, including The Original Series, which is a trilogy of books designed to educate consumers about the industry and the benefits of juicing and smoothies, in general. A recognized authority, Titus has been quoted in the mainstream press and such industry trade publications as: The Los Angeles Times, New York Times, Chicago Tribune, Wall Street Journal, Inc. Magazine, and Better Nutrition Magazine.

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