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The 40/40 List for 2023: America's Hottest Startup Fast Casuals

FAST CASUAL

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SIP FRESH



Sip Fresh

Headquarters: Pasadena, California

Units: 4

The inspiration for Sip Fresh began, as the company likes to say, on a balmy evening at a local bar. Could a juice chain mirror the mixology trend that had taken over the beverage scene? Sip Fresh carried this mantra throughout growth and development. The chain crafts recipes in-house with “Sipologists” during the day in small batches. “Sipistas” greet customers with fresh samples of juices to narrow their choices akin to an ice cream shop. The fresh and interactive experience has set the chain apart in what’s become a \$146 billion industry, the company says.

“The idea behind Sip Fresh is simple: create fresh, eye-stopping, delicious drinks that provide an unforgettable experience for all,” says Michelle Chino, head of corporate marketing at Sip Fresh. “Our stores offer a fun, interactive experience which the whole family can enjoy. Sip Fresh creations were made for a new era in the beverage industry and are social media, Instagram-worthy favorites. We pride ourselves in the quality products we craft and the fun we serve up at each of our locations.”

Eye-catching storefronts and displayed juice barrels draw guests to a menu that’s anchored by Fresh Sips (the juices) and rounded out by Tropical Sips, Cha Cha Chamoys, Smoothie Sips, and Shakin’ Tea Sips. “Sip Fresh creations were made for a new era in the beverage industry and are social media, Instagram-worthy favorites,” the company adds. “We pride ourselves in the quality products we craft and the fun we serve up at each of our locations.”

Sip Fresh, like many, had to close during 2020 lockdowns. It took the time to integrate new tech, optimize the menu, and enable online ordering as stores got back on line. These changes, it says, helped the business and provided a better platform to scale. Sip Fresh initially plans to pursue growth in the Western and Southwestern portions of the country.

“As a multi-unit franchisee for decades, my focus at Sip Fresh is to incorporate the key elements needed to run a successful business from the franchisee’s standpoint,” says Sharon Arthofer, Sip Fresh CEO and founder, and 27-year franchise industry veteran. “We have designed a business model that provides strong consumer traffic with manageable labor, highly streamlined operations to maximize profitability. Our goal is for our franchisees to succeed in this new space; prioritizing seamless processes in order to service more guests and establish a loyal following in their community.”