

CASE STORY

TROPICAL SMOOTHIE CAFE: IMPACT THROUGH IMAGERY

Caribe Royale | Orlando, FL



THE CHALLENGE

MOMENTS THAT MATTER

When Tropical Smoothie Cafe (TSC) launched the “Cafe of the Future” at the Annual Conference, it was important to bring their new kitchen model to life. Franchisee owners and operators needed to visualize the future of their cafes. Their goal was to evoke brand loyalty through engaging experiences.

THE SOLUTION

DESIGNING WITH PURPOSE

To ensure the visual elements of the store rendering were accurately reflected, the team turned to GES Art Director Jesse Henderson for guidance. Henderson jumped on calls with TSC designers to discuss everything from overall objectives and goals to specifics like kitchen colors, textures, and equipment placement.

THE IMPACT

GRAPHICS IN ACTION

Together, the GES design team and the TSC’s architectural consultant turned a 2D model into a walkthrough experience. They created striking visuals that expertly turned the cafe colors and concept into an interactive attendee experience.

QUICK STATS

AN ANNUAL CONFERENCE FOR THE BOOKS

With a theme like “Full Throttle,” it’s no surprise that organizers were driven to create something memorable for their 2025 show.

89 Exhibitors

13.7k NSF

850 Attendees



CREATIVE + DESIGN