



ROYAL PRESTIGE®
POWER BLENDER MAX

THE POWER TO

Do More

THE CHALLENGE

How can we stand out in the highly competitive blender market with a new product that drives sales and enhances the customer's kitchen experience?

THE SOLUTION

Creating a product line beyond a blender, offering premium quality, power, durability, and versatility with elegant design to surpass our customer's expectations.

A Powerful Family

BY ROYAL PRESTIGE®

When creating our new Power Blender line, our top priority was to fulfill the brand's promise: **Royal Prestige® enables you to maximize your capacity to nurture your family and yourself.** To achieve this, we developed four innovative products of the highest quality that exceed customer expectations.



Royal Prestige® Power Blender Max

Our high-performance blender boasts an ultra-powerful motor to process even the toughest ingredients. This feature is a crucial advantage for our customers as it allows them to perform tasks that regular blenders cannot handle, including grinding coffee beans or making flour from seeds and grains.

OVERVIEW



1,500
Watts



48 oz
capacity



6 surgical-grade
stainless steel blades



Royal Prestige® Max Cup

A cup that simplifies the process of making and carrying individual portions, such as smoothies, without using the blender jar and minimizing the risk of contamination by flavors and odors.

O V E R V I E W			
 BPA free	 20 oz capacity	 Travel hook for easy carrying.	



Royal Prestige® Fresh Max

Our vacuum pump extracts oxygen before blending, slowing the oxidation of ingredients and the loss of nutrients. This results in fresher colors and flavors while reducing ingredient separation and foam that causes inflammation.

O V E R V I E W	
Removes up to 60% of the oxygen.	



Royal Prestige® Power Blender Go

Our immersion blender has been very well received by both customers and distributors. It allows users to blend ingredients directly in pots and bowls, without the need to transfer preparations to a separate blender, making cooking an easier and more practical task.

O V E R V I E W			
Up to 13,500 RPM	5 speed levels	Long-life battery	Cordless for easy maneuvering and mobility

A Line from The Heart

Royal Prestige® is a brand that constantly strives for innovation. We update our catalog regularly to meet the latest kitchen trends and cater to the needs of our customers. Our specialty is creating innovative products that enhance the lives of our consumers. We promote healthy habits and make it easier for our customers to prepare nutritious meals for themselves and their families.



With the Power Blender family, we aimed to create more than just a blender. Each product is designed to fulfill real customer needs. We don't just offer our customers what they already know they want, but we also open the door to a world of endless possibilities that they may not have considered before. We encourage them to explore new flavors and fall in love with their own cuisine.

CHEFS' FAVORITES



"It's very comfortable. You can blend anything, anywhere, anytime with The Power Blender Go, making it perfect for both hot and cold preparations."
Chef Jesús Díaz "Yisus", USA



"Incredible power! I love the Power Blender Max. I use it a lot in the restaurant, and at home."
Chef Benito Molina, MX

The Launch & Marketing Strategy

In January 2023, we launched the Power Blender Max, Fresh Max, and Max Cup in Mexico and the United States. The Power Blender Go was later introduced in June for Mexico and in July for the United States.

We provided our distributors with approximately 600 assets such as videos, photographs, and infographics, for use during their demonstrations and events.

We promoted the Power Blender family through major social media and email campaigns, and it was also featured on our recently revamped website. All products were included in cooking segments and brand spotlights on popular TV programs such as Despierta América on Univision and MasterChef México.



The Power Blender Max, Max Cup, and Fresh Max were among the first products to be launched at our new Product Experience event, which was designed to introduce our latest products to distributors at our conventions.

We organized an exclusive event in Miami, Florida to launch the Power Blender Go in the middle of the year. The event was attended by select distributors and celebrity chef Jesús Díaz "Yisus", who was also part of the launch of our immersion blender at the Product Experience event during our Royal Stars 2023 convention.

A Resounding Success

In 2023, we sold over 133,000 units of the Power Blender family, amounting to approximately \$22.5 million in total sales.

The Power Blender Max, which generated 70% of these sales, has become the most popular product in our appliance category, and was our best-selling product globally.

Additionally, the introduction of the Power Blender Go led to a 23% increase in sales in MX and a 19% increase in sales in the USA in our home appliance category in July 2023.

The Family Keeps Growing

The Power Blender product line has significant potential for expansion in the future, with more products that will enhance our clients' kitchen experience and generate additional sales for our distributors. By 2024, we plan to launch four new accessories for the Power Blender Go.

- **Personal Chopping Cup**, fitted with a stainless-steel blade to easily blend, chop, and crush ingredients.
- **Tall Blending Cup**, perfect for mixing sauces and liquids without any hassle.
- **Silicone Whisk** to blend ingredients quickly or incorporate air for more volume.
- **Silicone Brush** to clean hard-to-reach spots like tall glasses without scratching them.