

VENDOR PROFILE – BLENDTEC



Over 28 years ago K-TEC, Inc., d.b.a. Blendtec™, began making home grain mills. Success with the grain mill led to the development of a home bread mixer. Later a blender was incorporated into the design of the bread mixer and the combination proved to be a huge hit.

Over 10 years ago, as the smoothie revolution was heating up, retail food outlets turned to Blendtec™ to adapt blender technology for commercial use. Blendtec™ developed the first blender to use a microprocessor to govern the motor; no buttons, switches, or knobs. Later advancements included a sound enclosure and the first blender with programmability, auto-start and stop, and safety-interlock features. Soon the new technology took the commercial market by storm.

The commercial blender market has seen many changes in recent years. Smoothies and frozen coffees are just the latest products to create their own market segment. Blendtec™ has joined with major retail food chains as well as local operations in providing the public with the best blended taste available.

Today, Blendtec™ blenders are found worldwide and a video series called Will It Blend® (www.willitblend.com) featuring the company's C.E.O. blending marbles, rake handles and all sorts of crazy things has become an international phenomenon.

Find out more at www.blendtec.com or call on **800-253-6383**