

Naturals2Go

Franchise Summary

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Category: Food & Beverage, Vending

Subcategory: Healthy options, Healthy Snacks, Snacks, Soda & Snacks, Water

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Schedule a call with us today, just click here:

<https://calendly.com/morris-shamouni/30min>

Franchise Fee: \$0

Royalties: 0

Cash Investment: \$20,000

Total Investment: \$76,000 - \$230,000

NetWorth: \$150,000

VetFran: No

Veterans/Minorities/First Responders Discount: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: No

Founded: 1988

Franchised: 2010

Additional Details

Naturals2Go is a leading provider of healthy vending business opportunity and **unattended retail solutions**. Designed for entrepreneurs, the company offers a proven pathway to business ownership in the recession resistant and rapidly growing automated retail industry.

Our Mission: To cultivate a community of inspired and empowered entrepreneurs.

A Program with a History of Success for our Owner Operators!

Our program includes full support teams for machine location and on-going training and mentoring and coaching through the program.

- Semi-Absentee business
- Part-Time, Full Time or Side Hustle
- Easily scalable
- No Employees required
- No Franchise Fees
- No Royalties
- Simple Business Model
- Owners keep 100% of profits
- Unique Tax Benefits of a home-based business
- Military & Veteran Discount Program
- 100% American Assembled, Longest Warranty in the Industry, Full ADA Compliance
- Investment ranges: \$76K-\$230K (6-20 MVP machines in EVEN number of machines)

Owner's Daily Activities

Our best owners are vigilant in executing our program, keeping their vending machines - that do the work for them - clean and full, and building rapport with their vending sites to ensure the right mix for customer satisfaction and maximizing profits and margins.

The machines in the Naturals2Go MVP Program are provided with the Telemetry system which will allow owners access anytime to see sales and inventory at the touch of a button.

Owner operators will spend about 1 to 2 hours per week per machine servicing and running their business.

OUR IDEAL FRANCHISEE

This business can be owned and operated by everyone. Our most successful operators typically have the following traits and circumstances:

Entrepreneurial Mindset: Comfortable in running an independent business and willing to take ownership of business decisions.

Time & Flexibility: Best suited for people who can dedicate at least 10 hours per week.

Good at networking and building relationships with location owners.

BACKGROUND

Year founded: 1988

Year Franchised: 2010 (Naturals2Go Brand)

Number of Owners currently operating: 2,500+

Number of corporate owned franchises: 0

Almost 40 years in vending industry

A+ Rating Better Business Bureau,

Strong Midwestern roots/values

Comfortable with Organizational & Operational Skills and tech-enabled tools.
Growth-Oriented

Best Fits Typically Include

Professionals seeking additional income while keeping their full-time job.
Semi-retired to retired individuals looking for flexible, low-stress business ownership.
Small business owners wanting to diversify their revenue streams.
Couples or families looking to operate together and scale gradually.
Individuals and families who want to gain control of their time and money.

Our owners operate their business from full-time to part-time and some even do it as a side hustle. The more engaged the owner with every aspect of our program, the more successful they are in their business.

AVAILABLE MARKETS

US markets available: Registered in All States except MN

Based on a recent spike of new operators in similar regions, Naturals2Go is closely monitoring placement activity and deployment volume. Please contact your Business Consultant for further context and/or alternative options for the following two zones:

TEMPORARY PAUSED ZONES (not deploying new operators at this time):

AZ - Greater Tucson area (30 mile radius)
CO - Greater Colorado Springs area; Southern Denver area (50 mile radius including Littleton, Highlands Ranch, Centennial)
DC - Washington DC/Northern Virginia, Alexandria down to Fredericksburg (50 miles S of DC; 40 miles N, E or W of DC) - does NOT include Baltimore, MD
GA - Savannah (50 mile radius)

Longest running vending company that is SBA approved since 2014.

180+ employees supporting owner operators.

50% of employees are "owner operators" or have been in the past.

Majority of owners "reorder" additional machines after initial purchase

Home Based: YES

Accepting Master Franchisor and Area

Developer Referrals: No territories

Average number of employees required: 0

E2 Visa Friendly: Yes

FINANCIAL DETAILS

Franchise fees: None

Investment ranges \$76K-\$230K (6-20 MVP machines)

Part Time: MVP6-\$76K – MVP8-\$100K

Scalable to Full Time: MVP10-\$125K –

MVP12-\$148K – MVP14-\$170K –

MVP16-\$191K – MVP18-\$211K –

MVP20-\$230K

Average Program and Investment is 10 MVP Machines (\$125K)

Minimum Liquidity (cash, stocks, bonds) requirement: \$25,000

Minimum Net Worth: \$150,000

We help majority of the new owners get funding to get started with Naturals2Go. Over a decade of successful funding relationship with the SBA and have an outstanding history with a ZERO DEFAULT rate. We also have many funding options in addition to the SBA.

Royalty: None

Providing earnings guidance in Item 19 in your FDD: NO

Vet Fran program: No

Veteran/Military Discount: YES. \$300 per machine at the time of closing.

MA - Greater Boston area (35 mile radius)
 NC - Greater Charlotte area (30 mile radius)
 NJ - Greater Newark area
 NY - 5 boroughs in NYC (Bronx, Brooklyn, Manhattan, Queens, Staten Island), Long island and Yonkers
 OK - Greater Tulsa area (50 mile radius)
 TN - Greater Nashville area (35 mile radius)
 TX - Greater Dallas/Fort Worth area (40 mile radius around DFW Airport), Greater Austin market (35 mile radius), El Paso (50 mile radius)
 WA - Bainbridge Island area

TEMPORARY SLOW ZONES (locating campaigns may take longer than what's typical):

CA - Greater Temecula Valley region
 CO - entire state
 FL - Greater Orlando area, Greater South FL area (Palm Beach, Broward, Miami-Dade counties)
 TX - Greater Katy area (Houston is OK)
 WA - Greater Seattle area

Canadian Referrals: No
 International Referrals: No

Military discount on an average 10 machine deal is \$3,000

SUPPORT & TRAINING PROVIDED:

Training and support program details:

Two (2) full Days face to face, best in class hands-on comprehensive training at our training facility in Savannah, GA plus additional virtual training. Face to face training is required for all new operators.

Onboarding support

Experienced Operator Group Support

Account Management Support to

ensure maximum ROI on program

Technical Support, Machine Locating Services

Cost for Training: Included (Not travel and Lodging)

Site Selection Assistance: YES

Lease Negotiation Assistance: N/A

Mentor following training: YES

Length of mentoring Franchisee:

Ongoing



Values

- Integrity
- Honesty
- Doing the next right thing
- Transparency

**Our Vision
Mission & Values**



Vision

Offer multiple avenues for entrepreneurs to attain independence and autonomy while setting a worldwide standard for unattended retail through collaborative partnerships.



Mission

To cultivate a community of inspired and empowered entrepreneurs.



Company Values

V.I.B.E.
 When viewed as a collective value set, VIBE captures the essence of a tenacity-driven and empowering culture. It lays the foundation for a space where people are not only seen and heard but also where they feel that they can shape their future and contribute to the group's collective goals. "Let's live the VIBE: Vision, Inspire, Belonging, and Empowerment."

Vision:
 Encourage everyone to look beyond the immediate tasks and challenges, focusing instead on what could be. Vision allows us to dream big and shape the world according to our highest ideas.

Inspire:
 In a community setting, we see the greatness in people often before they see it themselves, and in turn they inspire others.

Belonging:
 At the core of our work is the belief that we're part of something bigger, a community, a place that makes you feel at home as part of our family. When people feel they belong, they are more likely to contribute in meaningful ways.

Empowerment:
 Give people the tools, opportunities, and encouragement they need to thrive. Creating an environment where people feel confident making decisions and taking action.

Last updated: 10/13/2025