



For Immediate Release

Accolades for Boost Juice South Africa!

Boost Juice SA accepted a further two accolades shortly after receiving the 'International Marketing Award', 'SACSC Special Star Award' and the 'Stand Excellence Award' at the Look and Feel Good Expo in September. The "Most Proactive Tenant" and RASA 'Rosetta' awards were awarded on separate occasions by the Greenstone Mall Management on 17 November and the Restaurant Association of South Africa on 25 November respectively, but are closely related in that they both acknowledge the brand's focus on delivering exceptional customer service.

"We are bowled over by the awesome recognition that we are getting from our retail partners. These wins we lay squarely on the shoulders of our Boosties in the stores who strive daily to deliver on our Brand promise," says Claudia Beacham, Boost Juice South Africa General Manager. "Its because of their great efforts, time, dedication and love for this brand that we are able to claim these accolades," she points out.

Boost Juice received the award for the "**MOST PROACTIVE TENANT**" awarded by Greenstone Mall Management and owners during their annual year end function. Enthusiastically involved in the mall's activities throughout the year, Boost played an active part in promoting the mall as a destination for dedicated shoppers through its amazing promotions and exceptional product offering. Continuously flying the Boost Brand Flag high, the Greenstone Boost Juice Bar is well deserving...

When Boost received an invitation from the Restaurant Association of South Africa, or RASA, to attend the annual **RASA ROSETTA** Awards black tie gala dinner hosted for opulent restaurateurs and industry personalities, the head office team was dumbfounded. "The RASA Awards evening are a major industry event, attended by major retail giants such as Spur and Ocean Basket. For a young brand such as Boost Juice to be invited to this event was a delightful surprise," adds Beacham. The RASA Rosetta Award is widely accepted as the highest honour in recognition of service excellence in the restaurant industry. Boost Juice received the coveted Rosetta Award for Service Excellence in the Franchise Health Food category.

"This has been an amazing year for Boost Juice South Africa," notes Beacham. "And this is only the beginning - we are continuously working towards delivering exceptional customer service, offering

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phenomenal, innovative good-for-you products and opening franchises across the country so that more South Africans can enjoy the world renowned Boost Experience!"

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