



## We wish you a Berry Crush'mas and a Happy New Year!

Wednesday, 14 December 2011 – Boost Juice Bars South Africa will be blending up the all new Berry Crush'mas Crush across all 11 stores in South Africa from 13<sup>th</sup> December 2011. A delicious blend of raspberries, apple juice, coconut and sorbet is the perfect guilt free indulgence to celebrate the festive season! This delicious new Christmas Crush is not only super refreshing but at 98% fat free, it's just another reason to get fruity with Boost this Christmas!

In true Boost style, drink and taste innovation has once again been the driving force behind the development of the Berry Crush'mas Crush. For the first time ever Boost South Africa has decided to use desiccated coconut, in this awesome blend, instead of the usual coconut cream. This simple but elegant change has given the Berry Crush'mas texture as well as a lovely mild coconut flavour that is subtle enough to allow the great fruity taste of the raspberries to shine through.

Boost Juice Bars is a healthy alternative to fast food with a range of delicious low fat juices, smoothies, crushes and wraps. All the products on the menu are at least 98% fat free and contain nothing artificial. Boost SA now boasts 11 sites, situated in Brooklyn Mall, Kolonnade Shopping Centre, Centurion Mall, Mall of Rosebank, East Rand Mall, Greenstone Mall, Clearwater Mall, Gateway Theatre of Shopping, V & A Waterfront, Cape Town International Airport and the latest edition to the family, Mall of the North.

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