



For Immediate Release

**Strawberries and Cream**  
**A total taste-bud turn-on!**

Turn-on your taste buds with a tantalising Strawberries and Cream Smoothie – new at Boost Juice Bars. With Easter madness gripping the nation, the urge to indulge in something dubiously sweet is becoming too strong to resist. Boost presents Strawberries and Cream this holiday season - the perfect guilt free indulgence. Banish those feelings of regret that usually follow a big Easter egg binge, and rush to your nearest Boost Bar for a 98% fat free Strawberries and Cream Smoothie, a velvety mix of strawberries, low-fat milk, vanilla yoghurt and sorbet.

The Strawberries and Cream Smoothie is an ode to all that is sweet, wholesome and above all pink! So escape the stress of the Easter shopping frenzy, school holiday tension and bath your world in bright pink, as your taste buds are turned on by the delicious Strawberries and Cream; the brand new addition to the Boost Juice Indulgence range.

Our Very Important Boost Enthusiasts (or VIBE'ies) are getting extra special treatment in the Strawberries and Cream promotion with the opportunity to win one of three limited edition Boost "Little Big Speaker" Mp3 players. To enter, VIBE members simply need to purchase any size Strawberries and Cream Smoothie between 12 April and 31 May, log onto [www.boostjuice.co.za](http://www.boostjuice.co.za) enter their details; then watch the draw live on YouTube on the 10th June 2011 to find out if they are the lucky winner of this divine piece of new-age technology with a 60's boom-box chic.

So don't delay, rush out to your nearest Boost Juice Bar and order this guilt free indulgence treat today – Strawberries and Cream – tantalise your taste buds, titillate your senses and colour your dreary day bright pink. And boys this Smoothie is for you too because at Boost Juice Bars, we know that all real men drink pink!

[www.boostjuice.co.za](http://www.boostjuice.co.za)

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Words: 300

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