



The Boostie Brothers of Clearwater Mall

04 April 2011, Roodepoort – Boost Juice Bars South Africa proudly welcomes new Partners Kirsten and Tiaan Rossouw, a dynamic and energetic duo who have joined the illustrious ranks of the Boost Juice SA partners through the acquisition of the ever-popular Boost Juice outlet in Clearwater Mall.

The Rossouw brothers join the extensive network of more than 200 Boost Partners located in 16 countries across the globe, tapping into a wealth of knowledge, experience and expertise, whilst also benefiting from ongoing on-the-ground operational and marketing support from the South African Head Office team. “They bring with them the full package - charisma, vibe, an entrepreneurial spirit and loads of business management experience - coupled with their love for life attitude this dynamic duo are definitely a team to watch,” says Claudia Beacham Boost Juice SA General Manager.

Boost Juice is challenging the SA customer service status quo, delighting customers by not only offering them nutritional products, but also exceptional service with that all important personal touch. It is this one-of-its kind Boost experience that initially captivated Kirsten and Tiaan, avid fans of Boost Smoothies and often visitors to the Boost Juice Bar at Clearwater Mall. “The VIBE and excitement we experienced every time we visited the Boost Bar to pick up our favourite Smoothies was infectious. The laughter, music and the teams’ ability to make every customer feel special is what got us so excited about wanting to become a part of Boost Juice Bars”, add Tiaan and Kirsten.

Boost SA started actively securing franchise partners in 2010 and has since been overwhelmed with phenomenal interest from the market, going on to open the first “Partner” store in Durban at Gateway’s Theatre of Shopping in December, and securing numerous sites at high-end shopping centres across the country. “We essentially offer the

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best service and most nutritious Smoothies in town, but I might be a little biased”, laughs Claudia Beacham Boost Juice SA General Manager. “Our Partners, as we call our franchisees, are people who embody the spirit and Love Life philosophy of Boost Juice Bars and live the brand daily. Stephen, Boost Beach Boy in Durban and Kirsten and Tiaan, our Boostie Brothers at Clearwater are the perfect fit for our family, we are very proud to welcome them to the team and believe they will be a great asset to the Boost Juice network.”

Kirsten and Tiaan have big dreams for their Boost Juice Bar getting very hands-on with the running thereof and are adamant that their journey will see them owning more Boost Bars across Gauteng and so build their very own Boost Juice empire!

For more information on franchising, contact Claudia Beacham at
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