



For Immediate Release

Trio of Awards for Boost Juice South Africa!

Boost Juice has taken the South African consumer market by storm, offering a delicious array of healthy fast food alternatives, accompanied with exceptional customer service that in essence is a fun and energetic experience. Boost Juice have not only received fantastic feedback and votes of confidence from customers, but now have three awards under the belt that allude to their efforts in becoming the best loved Smoothie Brand in the world.

- **The Boost Juice International Marketing Award**

Boost SA reigned supreme when they scooped the prestigious International Marketing Award, ahead of 16 countries at the annual Boost Conference held on the Sunshine Coast, Australia in September. As custodians of the Boost Brand, the marketing department is vital in communicating the Boost Look and Feel and Brand ethos through every piece of collateral and correspondence that reaches the public. This International Award, presented by the Founders of Boost Juice Bars, Janine and Jeff Allis, is a huge achievement for the International Partners and one the SA Team received with great pride.

- **South African Council of Shopping Centres Special Star Award: Fast Food Retail Category Winner**

The South African Council of Shopping Centres Special Star Awards, honour the Retailers and Service Providers who are the crème de la crème of The South African Retail industry. These Awards celebrate exceptional customer service within the retail industry. The Boost Juice outlet in Kolonnade Mall received the Special Star Award in the Fast Food retail category in Gauteng. "An awesome achievement for our Kolonnade store as all Boost outlets strive to provide exceptional customer service to the market," says Claudia Beacham, General Manager Boost Juice South Africa.

- **The Look and Feel Good Stand Excellence award**

Boost received the Silver Stand Excellence Award at The Look and Feel Good Expo, held in Cape Town in September. Boost created a fully functional Bar that served our renowned 98% fat free Smoothies, Juice and Crushes and healthy Boost Foods to visitors. Boost SA boasted another awesome win and were featured on SABC 2, once again flying the brand value flag high for the Boost International family.

It is with great excitement that Boost Juice will soon welcome many new franchise partners to the Boost Juice SA Family, bringing our national footprint to well over 15 outlets across South Africa in the next few months. Consumers in Durban, Polokwane, Nelspruit and the North of Gauteng can now also look forward

Physical Address: 16 Skeen Blvd, Bedfordview, Johannesburg, South Africa
Postal Address: Private Bag X4000, Bedfordview, 2008 • Email: info@boostjuice.co.za
Elixir Concepts (Pty) Ltd t/a Boost Juice Bars - South Africa

www.boostjuice.co.za



to a Boost Juice experience that the visitors to Kolonnade, Brooklyn, Centurion, Clearwater, Rosebank, Greenstone, East Rand shopping centres and Cape Town International Airport have grown to love.

www.boostjuice.co.za

-- Ends --

Words: 432

Aloysius (Loki) Magerman Public Relations Manager: SA T: 011 879 1979 C: 072 332 9243 E: aloysius.magerman@boostjuice.co.za

Physical Address: 16 Skeen Blvd, Bedfordview, Johannesburg, South Africa
Postal Address: Private Bag X4000, Bedfordview, 2008 • Email: info@boostjuice.co.za
Elixir Concepts (Pty) Ltd t/a Boost Juice Bars - South Africa

www.boostjuice.co.za