



For Immediate Release

## Boost boast brand new store in Cape Town

Boost Juice Bars is giving travelers a natural high since it started trading in the new retail complex situated between the domestic & international terminals at Cape Town International on Saturday. Following the incredible success of the six stores in Gauteng, the new Boost Juice Bar will provide the same energy, great service and delicious offerings that have made the brand such a global phenomenon.

The brand concept was born in 1998 when Janine Allis, on a trip to the USA, researched the growing phenomenon of the smoothie market and realised there was a huge gap for a healthy fast food alternative in Australia. The first Boost Juice Bar opened in Adelaide in 2000, growing to over 170 stores in Australia alone. Boost soon became a global phenomenon, opening stores in Chile, Indonesia, the Middle East, United Kingdom, Australia, South Africa, Portugal, Estonia, Macau, Malaysia, Singapore, China & Germany.

While the juice bar concept is relatively new in South Africa, the way in which Boost presents the concept is fresh and novel for retail in general. Boost was never simply about the healthy and great tasting juice or smoothie – the brand is based on the entire Boost Experience which takes place every time a customer visits a store. Mike Bray and Lyle Peters launched Boost in the South African market after they got hooked on the great texture, superb flavour and all natural ingredients whilst on a trip to the US to run the New York Marathon. Within two years, six Boost stores exploded on the Gauteng scene with an outlet in Brooklyn, Centurion, Rosebank, Kolonnade, East Rand and Greenstone shopping centres.

“In 2007 Cape Town International facilitated the transfer of 8.5 million passengers, a number which has since grown substantially. We are excited to bring the Boost experience to the vast amount of people who pass through the airport everyday. The Juice Bar will offer travellers an eclectic mix of mouth-watering healthy food alternatives, including the world famous smoothies: a perfect on-the-go nutritious and convenient meal for the often time-pressed traveller”, adds Mellischa Rautenbach, Boost Brand Manager. Operating from 5:00 am to 11:00 pm, travellers and airport employees can be assured that Boost will be blending up their favourite smoothie, juice or crush when they need it most.

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To find out more information about what's on offer from Boost Juice Bars visit [www.boostjuice.co.za](http://www.boostjuice.co.za)

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