



For Immediate Release

## **Boost Juice Bars: Deliciously healthy for the whole family**

**Gauteng** - Boost Juice Bars SA offers a wide range of deliciously healthy convenience food alternatives, promoting well-being and vigour in an age where global obesity figures have reached epidemic proportions. The brand is enormously fun and energetic, an ethos that is translated through every element: from staff and stores to the products.

"Boost offers a complete love life experience with a delicious and nutritional product that appeals to all health-conscious South Africans. We are enthusiastic about our consumers' well-being and we strive to make healthy snacks and drinks accessible," says Mike Bray, Boost Juice Marketing Director.

The brand was created by Australian, Janine Allis, CEO of Boost Juice Bars. As a busy mother of two, she struggled to find healthy fast food alternatives for her children. As a result, she created the juices and smoothies of Boost - all free of preservatives, artificial flavours and colourants, but still bursting with taste and goodness - that captured the Australian market.

The first Boost Juice Bar opened in Adelaide in 2000, and Boost is now the largest and fastest growing juice bar in the Southern Hemisphere. Boost currently has stores in 17

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countries around the world including Chile, Indonesia, Kuwait, United Kingdom, Australia, South Africa, Portugal, Estonia, Macau, Malaysia and Singapore. Together they create an astronomical 1.5 million smoothies a month!

In 2005, on a trip to the US to run the New York Marathon, Lyle Peters and Mike Bray got hooked on smoothies. "The great texture, superb flavour and natural ingredients had us buying it two or three times a day during our stay," Mike explains. Within a few months upon their return they had secured the rights to launch Boost in the South African Market.

A parent himself, Mike is alarmed at the alarming childhood obesity statistics across the globe. "Boost Juice Bars SA offers a wide range of deliciously healthy quick-food alternatives that is fresh, fun and cool – perfect for the young, young at heart and everyone in between," laughs Mike.

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 is brand based on the entire Boost Experience which takes place every time a customer enters a store. The Boost store is clearly differentiated from similar concept stores by the unique branding and design. The store comes alive by integrating 'fun with fruit' with bright vibrant colours. The larger than life fruit defines and demonstrates exactly what Boost Juice is about. This experience is a combination of a fantastic product, served by positive and energetic people who greet

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you with a smile and is polite enough to call you by your first name, with fun music to match.

One of the unique benefits of Boost Juice is its ability and flexibility to fit into small areas. The store can be as small as 14 sqm or as large as 100 sqm. The kiosks are designed to not interrupt with sight lines of other tenants and to create a flow that does not impede on the general flow of traffic in the centre.

Boost's distinctive tactical marketing campaigns and customer relations strategy further sets the brand apart from its competitors. The "Boost Guarantee" asks customers to email Boost if they are not happy with the service, product or experience they have encountered, and every single email is followed up. This ensures customers have an opportunity for one-to-one communication if they want to share their experiences and feedback, whether positive or negative.

There are six Boost Juice Bars in Gauteng: Brooklyn, Centurion, East Rand, Greenstone, Kolonnade and Rosebank shopping centres. Boost Juice will soon be coming to Cape Town so watch this space.

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