



For Immediate Release

## Boost Opens at Clearwater Mall

**Johannesburg,** Residents of the North West suburbs are set to be energised in December with the opening of a new Boost Juice Bar in premier shopping centre, Clearwater Mall. The new Boost Juice Bar follows the incredible success of the six stores in Gauteng, and the introduction of Boost in Cape Town in October. 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 blenders are rewed up, the juices are freshly squeezed and the smoothies are bursting with goodness!

“Boost offers a complete love life experience with a delicious and nutritional product that appeals to all health-conscious South Africans. The Boost brand is rapidly growing with exciting franchising opportunities available. We are strategically positioned in trendy malls with a high footfall, such as Clearwater Mall,” says Mike Bray, Boost Juice Bars Managing Director.

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.

The first Boost Juice Bar opened in Adelaide in 2000, and is now one of the worlds largest and fastest growing juice bar with stores in 17 countries around the world. Boost has become a global phenomenon, opening stores in Chile, Indonesia, the Middle East, United Kingdom, Australia, South Africa, Portugal, Estonia, Macau, Malaysia, Singapore, China & Germany.

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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