

For Immediate release

"Innocent Indulgence"

Gauteng, 12 April 2010 – Boost Juice Bars introduces the Indulgence range, a selection of unlawfully tasty smoothies, featuring "Cookies 'n Crème" and 'Raspberry Delight'. 'Cookies 'n Crème' contains wholesome golden brown oatmeal cookies blended with TD4 vanilla yoghurt & low-fat milk; whereas 'Raspberry Delight' is a choc lover's dream with a mix of chocolate, raspberries, coconut milk and TD4 strawberry yoghurt. Both smoothies are the epitome of innocence as they are 98% fat free and contain nothing artificial.

Boost HQ has been gridlocked in an epic debate between 'Cookies 'n Crème' (C'nC) campaigners and 'Raspberry Delight' (RD) devotees, fighting to have their favourite crowned the ultimate indulgent smoothie. The C'nC campaigners believe that nothing can beat the heavenly match of golden honey oatmeal cookie goodness blended with creamy vanilla yoghurt, prompting a counter argument from RD devotees about the decadent combination balance of chocolate, raspberries and coconut flavours found only in a 'Raspberry Delight'. In the interest of preserving a harmonious workplace the two camps, calling an uneasy truce, have agreed to pass the final decision to the public! Boosties visiting Kolonnade, Brooklyn, Centurion, Clearwater, Rosebank, Greenstone and East Rand shopping centres will be treated to samples of 'Cookies 'n Crème' and 'Raspberry Delight' and have an opportunity to vote for their favourite on Saturday, 17 April. All votes will be tallied at the end of the promotion and one lucky Boostie will stand a chance of winning an awesome prize.

The Innocent Indulgence promotion, available right now, runs for a limited time only until 16 May. If you haven't tried Boost's Innocent Indulgence smoothies yet you are will be in for an amazing treat. Guilt Free!

www.boostjuice.co.za

Words – 272

About Boost Juice Bars

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Elixir Concepts (Pty) Ltd t/a Boost Juice Bars - South Africa

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Boost Juice Bars is a healthy alternative to fast food with a range of delicious low fat juices, smoothies, crushes and wraps. All the products on the menu are at least 98% fat free and contain nothing artificial. Boost Juice Bars are situated in Brooklyn, Kolonnade, Centurion, Rosebank, East Rand, Greenstone and Clearwater shopping centres as well as Cape Town International Airport

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