



For Immediate release

## "Oh My Chocoliscious!" Boost delivers divine decadence this March

**Gauteng** – Boost Juice Bars' smoothie connoisseurs have created a heavenly smoothie just in time for the one holiday that is synonymous with produce from the cocoa bean, which rich dark decadence sees even the hardest resolve dissolve. In a pure stroke of genius Boost has created a chocolate based smoothie that, at first sip, had our taste testers go: "Oh My!"

Boost invites you to take a closer look at the massive amounts of sugar and saturated fats in your favourite chocolate treats over the Easter holiday. We lined up three calorie culprits to assess just how much damage they inflict on a healthy diet:

- 250g of Milk chocolate needs to be locked up with no bail at 1320 calories
- 250g of Dark chocolate's trial date is set at 1275 calories
- 200g of four chocolate marshmallow eggs needs to be fined at 1060 calories

When we realised that a regular block of chocolate contains almost an entire day's calorie allowance and almost four times the daily fat allowance we went right to work to give consumers a healthy alternative to these devilish delights.

The limited edition 'Oh My Chocoliscious' smoothie is a brilliant mix of cocoa powder, TD4 strawberry yoghurt, banana and low fat milk (or soy), with extra raspberries to taste. Capturing the flavour of the Easter holiday, "Chocoliscious" reminds of chocolate marshmallow eggs and strawberries dipped in chocolate. Bursting with flavour and goodness, 'Oh My Chocoliscious' is all natural and 98% fat free.

Boosties need to head down to their nearest Boost Juice Bar to participate in awesome 'fun days' planned for Saturday, 20 March and over the Easter weekend, so tempt your taste buds with the brand new 'Oh My Chocoliscious Smoothie and stand the chance of winning great prizes. Barry Boost will make an appearance to meet with the kids and hand out 'Oh My Chocoliscious' samples and activity sheets. Boosties will receive a voucher entitling them to R5 off their next original smoothie upon returning coloured-in activity sheets to the Boost store. The best efforts will go onto the boost website for all to admire and one lucky winner will receive double movie tickets.

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*About Boost Juice Bars*

*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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