



# Study Kit

2008 / 2009

**BOOST**<sup>®</sup>  
Juice bars

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**Thanks for your interest in Boost Juice Bars!** This kit contains a bit about how we started, our stores, our marketing & more! There is heaps more information available on our website - [www.boostjuicebars.com](http://www.boostjuicebars.com).

We hope this kit helps you to get to know us a little better!

**Boost mission statement:**  
"To become one of the world's most famous & loved brands!"



# The word according to J

## About **BOOST**

Boost Juice Pty Ltd incorporated in March 2000.

**Directors**  
Janine Allis  
Jeff Allis  
Geoff Harris  
Marc Besen

**Company Secretary**  
Amy Roy

Stores opened as at December 2007: 201

Countries Boost is located in:

Australia	UK	South Africa
Chile	Kuwait	Indonesia
Portugal	Hong Kong	Estonia
Singapore	Macau	

Coming soon...

Dubai & Thailand

## A **BOOST** is born!

Janine Allis saw a hole in the Australian market for a healthy fast food alternative. As a consumer she had always struggled to find anything healthy to eat and drink when she was short of time, particularly to find something healthy for her sons. She developed a business plan and raised \$250,000 through friends investing in the concept to get the plan underway.

Janine consulted with nutritionists and naturopaths to create a menu of healthy juices and smoothies that were free of preservatives, artificial flavours and colours. She is passionate about creating

products that are as healthy as possible, and continues to research new ways to make the products better and better. Her range of TD4 low fat frozen yoghurts used in the smoothies contain live cultures streptococcus thermophilis and lactobacillus delbrueckii for added nutritional benefits. Janine has experienced every facet of the company, from painting the floor in the first store and working in the store, to negotiating the purchase of another juice bar chain.

This has allowed her to fully understand and develop all aspects of a growing business.

## The wellness category

Boost Juice is an amazing retail phenomenon with a growth platform of an average of 28 stores a year for seven years. With a group turnover exceeding \$AUD85,000,000 per annum, Boost Juice is the largest juice and smoothie bar in the Southern Hemisphere and is in more countries than any other juice bar in the world. With over 200 stores that have been opened in seven short years, Boost Juice is one of Australia's most successful retail networks, with a first-class quality Board and Executive Team - with over 130 years of combined retail experience. The US industry alone generates an estimated \$US2 billion dollars per annum and has grown by more than 30% each year for the past four years. The Wellness Category is one of the fastest growing retail categories in the world. Obesity and health issues are becoming issues for all countries, and companies in the Wellness Category are seeing massive growth. Boost is no exception. Smoothies and juices are the fast food of the new millennium. Consumers who once purchased a quick hamburger for lunch or a candy bar for a mid-morning snack are now opting

for healthier, fresh alternatives such as blended fruit drinks - also called "Smoothies".

This category has now been operating for over 16 years and continues to grow from strength to strength. One cannot ignore the profitability of the smoothie market. "The retail segment of the Juice and Smoothie business remains strong and we are confident that this segment will show positive gains this year," Dan Titus, Director of the Juice and Smoothie Association stated. "The Juice and Smoothie business is such a lucrative venture. Smoothie-type products are sold all over the world on cruise ships and golf courses; in bars, movie theatres and hospitals. Companies are seeing this market as a growth opportunity. Consumers are looking for an alternative to soda; the healthy attitudes that consumers are expressing reflects in the smoothie trend."



Janine Allis  
Founder



# Our Menu:

For a nutritional breakdown of our products, please visit the 'Products' section in our website - [www.boostjuicebars.com](http://www.boostjuicebars.com)

## Low-fat Smoothies

real fruit smoothies made fresh

### mango magic

mango, banana, mango nectar,  
TD4 vanilla yoghurt & ice  
*try it with passionfruit!*

### strawberry squeeze

strawberries, banana, apple juice,  
TD4 strawberry yoghurt & ice

### all berry bang

strawberries, raspberries, blueberries,  
apple juice, TD4 strawberry yoghurt & ice

### passion mango

mango, passionfruit, tropical juice,  
TD4 mango yoghurt, sorbet & ice

### janine's favourite

raspberries, banana, mango nectar,  
TD4 mango yoghurt & ice

### blueberry blast

blueberries, banana, apple juice,  
TD4 vanilla yoghurt, sorbet & ice

### banana buzz

banana, honey, low fat milk or soy,  
TD4 vanilla yoghurt & ice  
*try it with a dash of cinnamon!*

### tropical storm

mango, banana, tropical juice,  
coconut milk, TD4 mango yoghurt & ice

## indulgence

### king william chocolate

chocolate, banana, low fat milk or soy,  
TD4 vanilla yoghurt & ice  
*try it with strawberries!*

### raspberry ripe

chocolate, raspberries, coconut milk,  
low fat milk or soy,  
TD4 strawberry yoghurt, sorbet & ice

## Boosters

supplement your juice or smoothie

### energiser booster

guarana, ginseng & vitamin E +

### protein booster

soy protein & whey protein +

### immunity booster **new!**

echinacea, vitamins A & C,  
zinc & green tea

### \$1 omega booster **new!**

over 100% of your omega-3 for the day!

### vita booster

multi-vitamins & minerals +

### \$1 POWER pack

mix 3 different boosters for an extra punch!  
(excluding omega)

Not suitable for children under 15 years or pregnant women. Should only be used under medical or dietary supervision.  
Formulated for sports people to help in achieving specific nutritional or performance goals.  
+ For full ingredients refer to [www.boostjuicebars.com](http://www.boostjuicebars.com)

## Wheatgrass Shot

a shot of vitamins, minerals & antioxidants

## Juices

freshly squeezed, no added sugar

### two & five juice

*an easier way to get your daily fruit & veg!*  
the juice of 2 oranges, 1 apple, 3 carrots, 1 piece  
of celery & beetroot + a vita booster based on  
original size, quantities of fruit may vary slightly.

### wild berry juice

freshly juiced pineapple, apple, raspberries,  
strawberries & blueberries  
+ an energiser booster

### energiser juice

freshly squeezed orange, strawberries  
& banana + an energiser booster

### immunity juice **new!**

freshly juiced watermelon & orange,  
strawberries + an immunity booster

## Create your own juice

**choose from** banana, apple, orange, watermelon, pineapple,  
carrot, celery, beetroot, ginger, passionfruit, strawberry,  
blueberry, raspberry, mango, lemon, mint & cranberry

## Crushes

99% fat free

### mango tango crush

mango, passionfruit, mango nectar,  
tropical juice, sorbet & ice

### berry crush

raspberries, strawberries, blueberries,  
apple juice, sorbet & ice

### lemon crush

freshly squeezed lemon & orange,  
sorbet & ice

### watermelon crush

freshly juiced watermelon, tropical juice,  
sorbet & ice

### tropical crush

mango, banana, tropical juice,  
sorbet & ice

## Skinny Smoothies

a medium size has the same calories as only two apples!

### mini-me mango

mango, passionfruit, mango nectar,  
TD4 vanilla yoghurt & ice

### berry berry light

blueberries, strawberries, guava nectar,  
TD4 strawberry yoghurt & ice

### skinny minnie melon

freshly juiced watermelon, raspberries,  
passionfruit, apple juice,  
TD4 strawberry yoghurt, sorbet & ice

### free radical fighter **new!**

cranberries, blueberries, apple juice,  
TD4 vanilla yoghurt & ice

## Absolute Fruit Smoothies

made with nothing but fruit!

### the big berry **new!**

strawberries, raspberries, banana,  
tropical juice & ice

### perfect pineapple **new!**

freshly juiced pineapple & orange,  
mango, passionfruit & ice

## Super Smoothies

low fat smoothies with super powers

### energy lift

mango, banana, tropical juice,  
TD4 mango yoghurt & ice  
+ an energiser booster

### green tea mango mantra **it's back!**

mango, green tea, mango nectar,  
TD4 vanilla yoghurt, sorbet & ice  
+ an immunity booster

### gym junkie

*contains over 25g of protein!*  
strawberries, banana, low fat milk or soy,  
TD4 vanilla yoghurt & ice + a protein booster

### brekkie to gogo

banana, toasted muesli, honey,  
low fat milk or soy, TD4 vanilla yoghurt  
& ice + an energiser booster

## Pocket Rocket Juice

**world first!**

**more than 100% of your daily Omega-3, added fibre and a double vita booster!**



freshly juiced orange & pineapple, banana, passionfruit  
& ice + added fibre, an omega & double vita booster

not suitable for children under 15 years. recommended consumption one per day.



## Complementary Products

As well as our fabulous drinks, we also sell a range of healthy snacks including wraps, fresh yoghurt, fruit, muesli bars, banana bread, as well as bottled water & reusable Boost Mugs!

## Supermarket Range

Boost recently introduced a new range of bottled juices, frozen yoghurt and healthy snacks readily available at supermarkets. As a health conscious brand we want to be able to offer a treat or drink that not only tastes great but is also good for you! For further information on our supermarket range click on Retail Range under the 'Products' Section in our website.

**BOOST**<sup>®</sup>  
Juice bars

# Meet

the THINK tank



## Jeff Allis

Jeff Allis co-founded the company with Janine and focused on the company strategy, leasing, marketing and brand position within the Australian market. In his spare time he was also the Director of Programming for Austereo - Australia's largest radio company. Jeff is also involved with the Boost marketing and brand development in all markets. When former CEO Simon McNamara resigned in October 2007, Jeff took over the reigns as the new CEO for Boost Australia. Check out Jeff's mini interview in the 'About Boost' section of our website.

## Janine Allis

Janine Allis is the founder of Boost Juice Bars and the brand is a reflection of her enthusiasm and energetic personality, crystallized in the love life culture.

## Jacinta Caithness

Jacinta is Boost's CEO of International and is a leading franchise specialist in Australia. Jacinta has been responsible for achieving the following awards for Boost; BRW Fastest 100 Franchises, Top 3 Most Respected Franchisor and Franchisor of the Year. She has been awarded the 2005 Australian Financial Review Young Executive of the Year, which is a prestigious award given out to young executives in Australia, and was also recently named a finalist in the 2007 Telstra Business Women of the Year Awards. Jacinta has been with Boost from the very start, is a critical member of the THINKtank and the gatekeeper of the Boost culture.

## Geoff Harris

Geoff Harris, co-founder, mentor and major shareholder of Flight Centre Limited, approached Janine mid-2001 with great confidence in her Boost Juice concept. He subsequently bought 20% of the company and lends to the success of Boost his substantial 20 years of experience with Flight Centre, which operates 1,250 company-owned stores across 6 nations and employs over 5,500 staff (as at 30 June 2003). Additionally Geoff is on the board of directors for the Reach Foundation, which is a Melbourne-based charity organisation committed to supporting & developing our youth.



## Marc Besen

Marc Besen is the founder of the incredibly successful Sussans Group which has over 1000 fashion retail stores in Australia and has therefore been a retailer since 1950.

He has also been a property developer for 54 years. Marc and his family own a major Shopping Centre and the TarraWarra Estate Winery and Vineyard in the Yarra Valley, as well as a number of other investment vehicles.

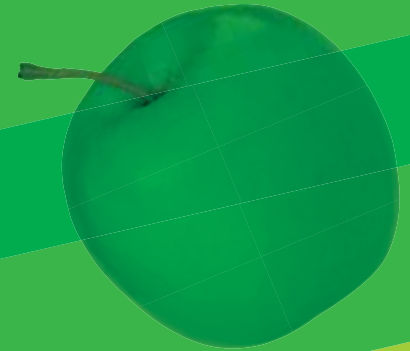
Marc is regarded as one of the most successful business retailers in Australia.

## Rod Young

Rod Young plays an integral role as an advisor to the Boost board.

He is generally regarded as Australia's leading franchise industry consultant. Rod is the Executive Director of DC Strategy, a company widely-recognised in the region as the leading distribution strategy, franchising and international consulting group.

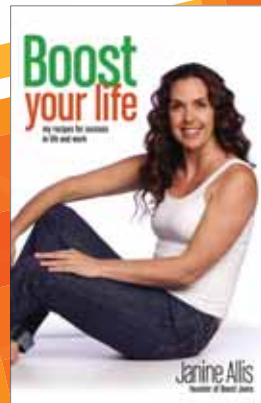
With over 25 years experience in franchising, licensing and business development in Australia, Europe and the United States of America, Rod remains a key advisor to Boost.



# Meet

the **THINK** tank

# About Janine



Boost Your Business



Janine Allis - Business Secrets

Janine Allis is Founder and Managing Director of Boost Juice Bars – the largest and fastest growing juice and smoothie chain in the Southern Hemisphere. With outlets in more countries than any other smoothie chain, and currently pursuing an aggressive international expansion strategy, Boost Juice is well on the way to achieving their aim of the worlds most loved and favourite brand.

Janine and her team have grown the innovative youth-based business from one store in Adelaide, South Australia to over 200 stores in Australia, Chile, Indonesia, Singapore, South Africa, UK, Kuwait, Macau and Portugal with more countries to follow. She has previously worked as a publicist in the arts and entertainment industries, a cinema manager in Australia and Singapore, an advertising executive and as a head stewardess on David Bowie's yacht.

Being a working mother of three sons she is an advocate for healthy eating and living. With a hectic urban lifestyle in Melbourne, Janine understands first hand the demands life can put on an individual.

Janine's desire to own her own business led her to look at the retail market and review what the market was lacking as a consumer. Janine and her husband Jeff trialed a number of businesses including publicising and touring comedians, but nothing truly got the business juices flowing. That was until they noticed there was a lack of truly healthy fast food in the market place. Janine did extensive research world wide and started to develop a business concept that was different to anything else that was in the

Australian market place. Her vision was to do retailing differently, delivering a unique customer experience based on the "love life" philosophy of Boost.

Janine's leadership style is natural, warm, giving and inspiring, with people extremely motivated by her to achieve amazing results. Janine describes herself as having a very 'hands on' approach toward the running of Boost Juice, which has enabled her to fully understand and develop the growing business. She now recognises that her role currently is less of a manager and more of a leader.

Boost has won numerous prestigious awards over the years including being inducted into "My Business" Hall of Fame, ARA Retailer of the Year in 2007 and Amex Franchisor of the Year in 2005. In 2004 Janine was also recognised as Telstra's Australia Business Woman of the Year.

Today Janine is the Managing Director of Boost Juice Bars. She is a perpetual student, surrounding herself with amazing business people and soaking up ideas like a sponge. One of her greatest strengths is her ability to see her faults and ensure that the people around her compliment each other to guarantee that the Boost leadership team is strong and built for success. "At the end of the day we have to try to keep life and business simple", she says "...and enjoy the journey as much as the results".

Boost is an amazing Australian success story.



# The **BOOST** Story

## What's the buzz?

Since its inception in 2000, Boost has become a talking point for the Australian media and consumers alike because the brand provides new experiences and opportunities on so many different levels. There has been a great deal of focus on Janine Allis, Boost founder and CEO, who achieved major success with the business while at the same time being a wife and mother to her three young boys. Other points of interest have included the fact that Boost provides a healthy alternative to fast food, and there has also been much discussion about the unprecedented growth and success of the Boost brand.

### Janine Allis, CEO and mother

Janine Allis has managed to grow the Boost Juice empire from one to over 200 stores in 7 years, while also playing the role of wife and mother to her growing family. She has provided inspiration for Australian business women and mums alike, by proving that you can juggle a successful career with motherhood. Her role as CEO of Boost Juice has led the company to achieve many awards and accolades, including the AMEX Franchisor of the Year, and Janine was also awarded the Telstra Businesswoman of the Year award in 2004.

### Boost, the healthy alternative to fast food

In an age where childhood obesity is said to be at epidemic proportions, Boost offers a healthy alternative to other fast food options, which is encompassed in a brand perceived to be 'cool'

by young consumers. The menu offers more than 20 delicious juices, smoothies and crushes which were all developed with the assistance of a nutritionist, and all are at least 98% fat free and free from any artificial flavours or colourings.

### The growth of Boost Juice Bars

With the emergence of the juice bar industry in Australia from 2000, Boost was the only brand to grow very big very quickly. When Boost had reached the 100 store milestone in 2004, the nearest competitor, Viva Juice, had 24 stores, and in August of that year Boost acquired the Viva chain to take the total number of Boost Juice Bars to 124. Now Boost Juice is in more than 8 countries around the world and growing.

### Innovative retail concept

While the juice bar concept was relatively new for Australia, the way in which Boost presented the concept was also new 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 enters a store. This experience is a combination of a fantastic product, served by positive and energetic people who greet you with a smile and are polite enough to call you by your first name, in a bright and colourful store environment with fun music to match. This point of difference is further enforced through the brand's unique tactical campaigns, the customer relations strategy whereby every customer email is responded to personally, and the VIBE Club loyalty program which rewards loyal customers.

### International growth

Recently, there has been a great deal of focus on Boost's growth internationally. Boost Juice Bars have been opened in Chile, Kuwait, Indonesia, South Africa, Portugal, UK, Singapore, Hong Kong, Macau and Estonia, with a number of countries to follow soon!

## OUR Guarantee

- Make fresh nutritious stuff that tastes great
- Only always, forever and ever and ever use natural ingredients
- Never use artificial anything
- Be polite enough to call you by your first name
- Always deliver amazingly friendly service
- Continually be on the prowl for new ways to help improve your health
- Make you feel great, give you something to smile about and always give you a reason to choose Boost!

### Moving forward

After Janine's plans for global domination took off, she decided to form the Boost Investment Group (B.I.G.) for further ventures in Australia. B.I.G.'s first acquisition is Mexican food outlet chain Salsa's. BIG and Salsa's are now planning as major expansion throughout Australia.

For more information visit [www.boostjuicebars.com](http://www.boostjuicebars.com)





“only surround yourself with people who are going to **lift you higher**”

“It’s amazing something so healthy can **taste so good!**”

“When life hands you a lemon, **juice it!**”

“it takes 72 muscles to frown but only 13 to smile!”

“be realistic – aim for the impossible!”

“feedback is the breakfast of champions!”



# The **BOOST** Story

## Franchising

Boost Juice commenced franchising in 2001 and we have now opened over 200 stores. With our systems, processes and our committed team, we have an incredibly strong and sustainable base in which to spring-board in to the world market. In 2005 Boost Juice was voted as one of the top three most admired franchisors in Australia. Boost has also received the prestigious award of American Express Franchisor of the Year in this same year. These awards were won based on a win-win attitude with both the Franchisee and the Franchisor. Boost have adopted this attitude in embarking on its major international expansion strategy and with Master Franchisees already appointed in Indonesia, Chile, Singapore, UK, South Africa, Kuwait and throughout the Middle East, the search is now well underway to secure the right Partners to continue the brand's high growth and high profit success story in new markets, all over the world.

*"Whilst we will continue to grow in our domestic market, we are also pursuing our goal to become 'One of the world's most famous and loved brands', by becoming truly global – and with the volume of international queries we receive each day, we are confident that we will find the perfect partners to make this a reality. It is critical for us that we have a good working relationship. This is a long term arrangement and you need to have trust and respect both ways for it to succeed."*  
Janine said.

One of our multi-site partners, Stuart Slater states:

*"Just being part of the brand that is Boost and all the positives that come with it, it is just such an unbelievable opportunity for any partner to be part of this highly professional franchise".*

*"I looked at all the franchise systems out there and no one came close to Boost for my franchising and long-term business needs. You have a hot brand, sensational marketing, the best looking retail stores in Australia and a highly professional support team. My only regret is not becoming a Boost partner sooner!"*

- Stuart Slater  
Franchisee, Boost Juice Burwood, Bondi 1 & 2

For more information go to  
[www.boostjuicebars.com](http://www.boostjuicebars.com)

## Juicy Bit...

Boost is a franchise business, which means we find the most Boostie partners possible to buy and run our stores worldwide!

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# Loving Life

## Loving the environment...



**Here at Boost we're not only committed to healthy people, we're also into a healthy environment!**

The issue of global warming is one which concerns us greatly, with the amount of carbon dioxide released into the earth's atmosphere increasing drastically over the last 100 years. The scary thing is, scientists are saying it's not a natural occurrence; it's actually the habits and activities of humankind which are causing the increase!

The world has already started changing – we're experiencing extreme drought and increased temperatures, glaciers are melting and there are more hurricanes and cyclones than ever before. It's all pretty overwhelming, but the good news is there's something we can all do about it. Actions can be as small as reducing your energy use at home by doing one full load of washing rather than multiple smaller loads, or using public transport and carpooling, through to funding energy efficiency programs and wind farms to neutralise your emissions.

At Boost we're currently looking into a number of different initiatives which will enable us to neutralise our own emissions, so stay tuned for further details! Onto other environmental focuses, in 2003 we commissioned the services of Visions Of Blue, an environmental communications agency to conduct a full audit into the various cup options available including polystyrene, plastic and cardboard. While previous research had shown that polystyrene uses fewer resources and creates fewer emissions during production, we wanted to make sure we were up to date with the very latest comparisons between the different options.

Unfortunately, most of the rubbish we humans produce still goes into the waste, whether or not it is recyclable. So we had to consider how we could produce the least amount of waste as well as using the least amount of resources during the production of our packaging.

The good news is, the report showed us that foam does in fact release far less airborne emissions and toxins into the environment. The other important fact to come out of the report was that due to foam being 80-90% air, it creates less actual waste as every foam cup thrown away is equivalent to 3.6 paper cups of the same size. And for all you people out there who love our forests and our natural habitat, the production of foam cups does not require any trees to be chopped down!

Recycling is the only issue with foam. Even though it

can be recycled, Australia is behind the 8 ball with regard to recycling it in a post-consumer state, as in, after you've drunk your smoothie! Unfortunately at this stage foam can only be recycled in larger industrial quantities. However with the help of our cup supplier Dart, we are trying to change this by initiating trials of foam recycling through shopping centres, whereby it can be turned into a range of different plastic items like pens!

We know however that the best thing we can do is to keep rubbish to a minimum. That's why we have our Boost reusable mugs available in every store, and to encourage you to purchase these we offer you a free BOOSTER every time you bring it in for a refill!

Boost is committed to ongoing improvement and we will continue to review what we serve your Boost in to make sure that we are using the best product available! packaging.

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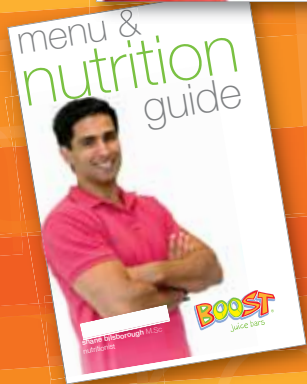
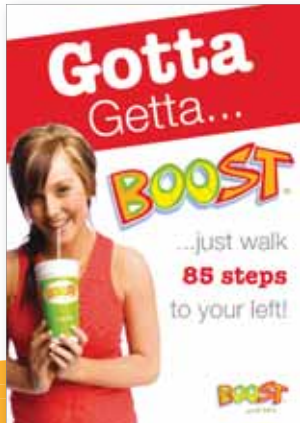
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Boost is committed to ongoing improvement and we will continue to review what we serve your Boost in to make sure that we are using the best product available!

## Branding

Boost has been successful in building an extensive and well-recognised brand profile over the past five years. Methods utilised have included (and continue to include) public relations and media coverage, radio and television campaigns and a bright and interactive website.



## Major Campaigns

Boost conducts between five and eight major and minor campaigns through stores every year. These campaigns have proven successful in driving customers into stores, increasing store sales, and enhancing the “Boost Experience” for every customer.



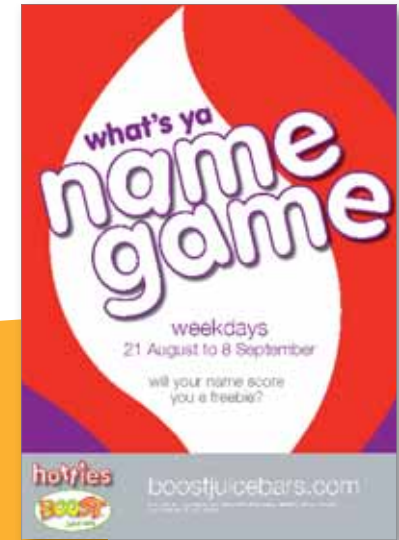
## Healthy Suckers

This promotion was conducted in March 2005, and it revolved around a competition with over \$1 million in prizes. Specially-produced straws handed out during the month would change colour to indicate whether the customer had won a prize, and major prizes included a brand new car and five overseas adventure holidays.



## What's Ya Name Game

This promotion is conducted annually, and is driven through radio and TV with a live cross to a popular morning show. It has proven highly successful in driving new and existing customers into stores, by offering a “Free Boost” to people with a specific name every day over a three week period.



# Marketing & Promotions

Since its inception Boost Juice has led the way with a unique marketing approach which includes above-the-line and below-the-line campaigns. In 5 years Boost achieved a 94% brand awareness rate and is perceived to be as cool as the ipod (according to independent research).



## The VIBE Club

The Boost loyalty program, known as the VIBE (Very Important Boost Enthusiast) Club has over 300,000 members nationally and is growing. VIBE members are entitled to special monthly offers and giveaways via the VIBE email newsletter and also get a free Boost on their Birthday! The VIBE database has become a vital communication tool to Boost's most loyal customers, and the database continues to grow every day.

This is also a great marketing tool for Boosts to contact local VIBE members with exclusive offers and deals!



## Customer Relations

One strategy which sets Boost apart from competitors is its customer relations. 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 has created amazing word of mouth marketing for Boost. This ensures customers have an opportunity for one-to-one communication if they want to share their experiences and feedback, whether positive or negative.



## Boost's Marketing Objectives

### • Juxtaposed

In everything we do. We plan and execute campaigns differently to the traditional retail way

### • Assimilation

Of ideas with frontline Boosters. Store feedback and customer feedback is constantly used as part of our creative process to continue to be innovative and enable us to always be improving

### • Make Our Mark

With total ownership of everything we do. We take ownership of every promotion or competition that we run.



# Marketing





## Boost your Life!

In March 2007, Boost gave away our fabulous Little Collins St store! With the help of Fox FM, we selected 140 finalists from thousands of entries submitted to attend Boost Camp. Over the course of 2 days the teams were put through their paces to whittle the entrants down to the best of the best! Those remaining towards the end of the competition had to impress in a final interview with Janine. At the end of the third day 3 finalists were given a key, and Natalie Brown's (affectionately known as the Pocket Rocket) opened the door to the store... and a great new future!



## Boost supports Camp Quality

Boost conducts between five and eight major and minor campaigns through stores every year. These campaigns have proven successful in driving customers into stores, increasing store sales, and enhancing the "Boost Experience" for every customer.



## Boost Life Magazine

Since its launch in July 2007, Boost Life Magazine has quickly become an integral part of our marketing mix. Boost Life provides customers with the latest in health, fitness and fashion, showcasing the latest Boost news and product as well as providing our customers with up-to-date Boost nutritional information.



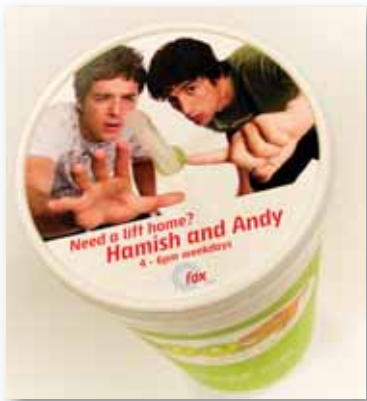
## Boost Christmas Gift Pack

In December 2007, Boost launched its first Christmas Gift Pack! The pack contained a Boost branded cooler bag, Frisbee, drink bottle and a fantastic voucher booklet with various offers such as a free juice, buy one get one free and so on. What a fabulous Christmas gift for any loyal Boostie!



## Lid Toppers

In a world cluttered by advertising, Boost lid toppers is a unique way to achieve a cut through as one lid topper receives on average 21 impressions in 46 sips to get the advertiser's message into the target's mind! Previous advertisers have included Video Ezy, Camp Quality and Fox FM among others.



## Wildlife Warriors charity drive

The Wildlife Warriors is a conservationist organisation founded by the late Steve Irwin. It is dedicated to the involvement and education of others in the protection of injured, threatened or endangered wildlife. Over Christmas 2007 and New Year 2008, many stores in Queensland decided to sell a 'Boost Offers Calendar', with a percentage of each sale being donated to the Wildlife Warriors.



## Red Cross Blood Drive

In the summer of 2006-2007, Boost Queensland joined forces with the Red Cross Society in a joint 'Summer Blood Boost' campaign aimed at increasing blood stocks over the summer period. It was a fabulous promotion where donors received Boost vouchers for donating blood. This campaign was advertised through print and radio, and formed a major part of the marketing activity for Boost Queensland in that period.



## Boost your life with Matt & Jo from Fox!

We teamed up with Matt and Jo, hosts of Fox 101.9's breakfast show (VIC) in support of Camp Quality and The Lighthouse Foundation! 20 cents of each of Matt's 'Low Fat Matt' smoothies went to Camp Quality, and 20 cents of Jo's 'Ener-Jo' smoothies were donated to the Lighthouse Foundation. We worked with both Matt and Jo while creating their smoothies to produce blends that reflected their personalities and preferences.



# Celebrities

AT BOOST



Orlando Bloom



Paris Hilton



The Wiggles



Australian Idol star  
Ricki-Lee



Kate De Araugo



Bec Cartwright-Hewitt



Miss Universe  
Jennifer Hawkins



Nicole Ritchie



Peter Garret



Guy Sebastian



Simon O'Donnell



Dean Geyer  
& The Veronicas



# The Wiggles

In 2007, we launched a nationwide promotion with the Wiggles, with four limited-edition cups featuring the world-famous foursome. Being conscious of their responsibility as role models to young children, The Wiggles take the endorsement of any product or brand extremely seriously, and were proud to be associated with Boost's range of products. With an extremely positive response from both parents and children alike, the campaign represented a successful venture into catering for the family market.



Australian Celebrity  
Tom Williams  
2005-2006

## Celebrity Endorsements

Celebrity endorsements can be a fantastic way to grow the brand's awareness and recognition as a 'cool' product. The endorsement can be paid or unpaid, and is particularly effective when the celebrity is admired or considered inspirational by consumers.





# Design & Development

## Who we are, what we do.

We design to make a difference to people's lives. We help people feel good by giving them an amazing, bright, funky shop and a safe, modern and enjoyable work environment.

## Design experience

We understand that the most important reason we get more and more customers every day is because we've got a great product, made each and every time with the freshest and highest quality ingredients available. But, we also know that our future success depends very much on our ability to build a great brand and bond with our customers.

So everything about Boost is designed to make a strong and lasting brand impression. Stores are designed so they have more than just a physical presence, they need to dominate the space they occupy and this is achieved through a high quality store fit-out, the latest in lighting, new & innovative fixtures and fittings, bright, bold seductive menu boards and of course the famous Boost graphics.

All stores are designed to maximise space to create a productive & comfortable work environment for our staff. Every fit-out is a challenge as no two stores are the same. We endeavour to make each design unique in appearance, yet the systems and flow within the store are carried through every single fit-out. Despite the difference physically, the Boost brand stands out above all making each store instantly recognisable to our customers.

Our incredible team members are passionate about giving our customers a great shopping experience and along with the row of busy blenders at the front of the shop, they are the focal point of a vibrant, theatrical celebration - the making and mixing of a great smoothie!

So not only is Boost providing customers with an amazing product, through the design, shop fit and the fantastic staff - Boost is creating an experience!









# BOOST International



Billboards promoting Boost in Santiago, Chile







Employer Offers Healthy Alternative: Short Term Store in Kuwait Petroleum Company Office



OUB Centre, Singapore



Trafford Centre, UK



Rosebank Mall, South Africa



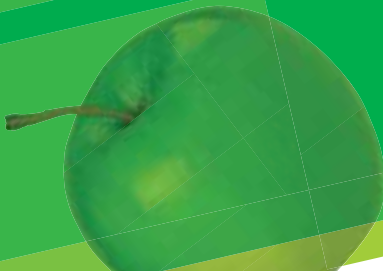
Montecasino, South Africa



# Awards



- 2007 National Retailers Association awards - Bank of Queensland Franchise Award
- 2007 National Retailers Association awards - Supreme Reward for Best Retailer
- 2007 Highly Commended - Supreme Award for Best Retailer
- 2007 Nomination for Best Food Retailer
- 2007 Nomination for Best Specialty Retailer
- 2006 Governor of Victoria Export Awards - Commendation
- 2006 Finalist NRA Best Franchise
- 2006 Dolly favourite Youth 5 Minute Feed
- 2005 Price Waterhouse Coopers Franchisor of the Year award – VIC
- 2005 Price Waterhouse Coopers Women of the year award in Franchising – VIC
- 2005 Price Waterhouse Coopers –Franchisor of the Year – Finalist
- 2005 Price Waterhouse Coopers– Women in Franchising – Finalist
- 2005 AMEX Franchisor of the Year
- 2005 Finalist International Women’s Veuve Clique Award
- 2004 BRW Fastest Growing Franchisee 2005
- 2004 Westpac Group Business Owner Award - National Winner
- 2004 Westpac Group Business Owner Award - Victorian Winner
- 2004 2004 Telstra Australian Business Woman of The Year
- 2004 2004 Telstra Victorian Business Woman of The Year
- 2004 My Business Readers Choice Award
- 2004 Lend Lease Finalist of the Retailer of the Year Award



# Quotes

// Janine Allis has turned a taste for smoothies and search for a health food retail concept into one of the surprise retail success stories of recent years. //

*The Age*

// Janine Allis is the leader of the pack of entrepreneurs eager to squeeze big profits out of Australia's growing love affair with juice on the go. //

*My Business*

// We don't advertise for franchisees, but we are getting 100 enquiries a week including an average of 20 coming from overseas. //

*BRW - Business Review Weekly*

// It's a huge growth sector worldwide. Anything to do with improvements to one's health, whether it be through exercise or eating or mind discipline, has enormous awareness worldwide. Businesses in those areas are experiencing a lot more customer demand. //

*Australian Financial Review*

// Boost Juice blends a success that's overflowing! //

*The Age*

// Boost is an appropriate name considering the staggering growth this company has achieved. Boost Juice is doubling its revenue every three months, and now Janine's company is opening a new store every week. //

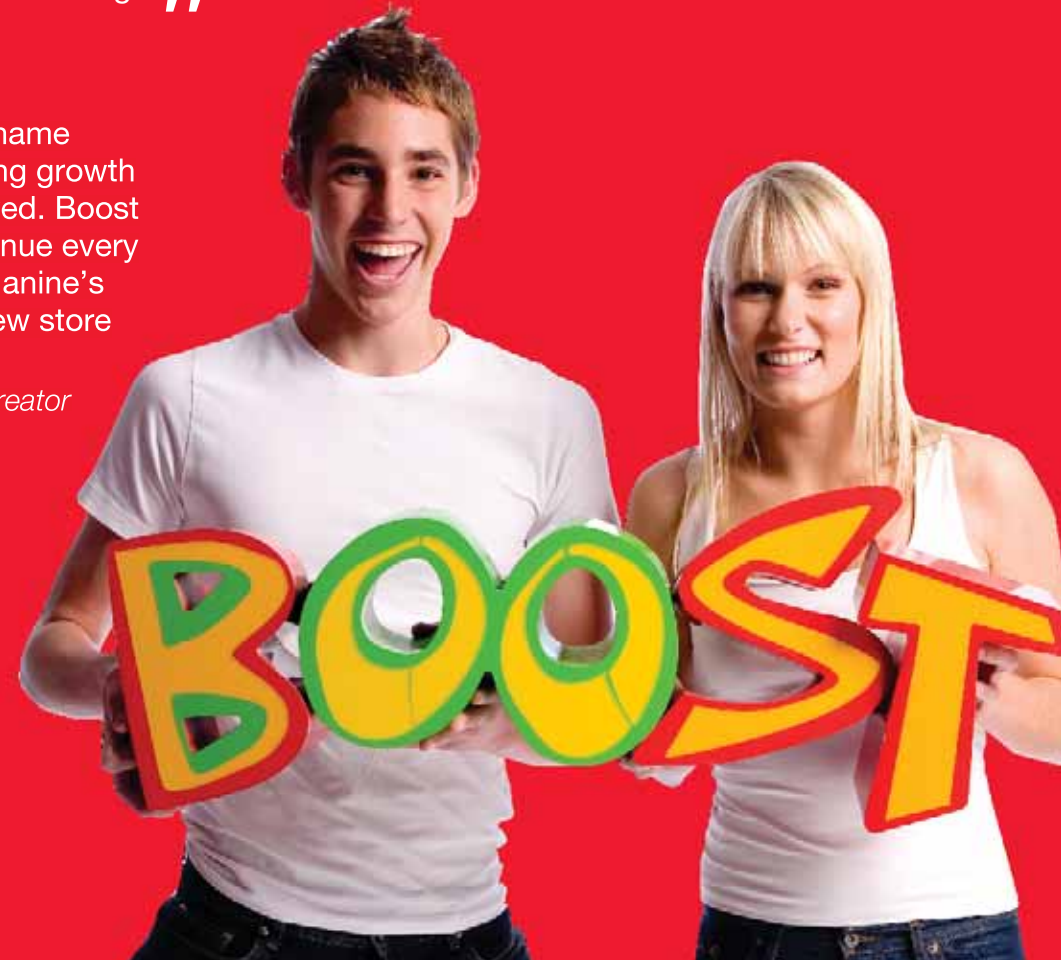
*Wealth Creator*

// Boost Juice Bars boast healthy product and juicy profit. //

*Herald Sun*

// The success of Boost can be attributed to several other factors, including a combination of great, fresh product, fantastic store teams who are knowledgeable about the products and strong branding from day one. //

*Hospitality*





# Juicy Bits

## Which industry do you see yourself operating in?

The wellbeing industry. Boost Juice is a healthy alternative to fast food. The wellbeing industry is currently the fastest growing industry in the western world. Obesity has now reached the height that millions of government dollars are going into combat this problem. We are also in the love life industry, where you come to a Boost and leave with a smile.

## Who do you see as your competitors?

Primarily other juice bars such as Pulp, New Zealand Natural or other outlets offering healthy food and beverages. Secondly, other fast food outlets. There is a high level of entry into the Australian market. No other juice chain has made any significant effect on our business.

## How do you differentiate your product to that of your competitors?

### The Brand

Boost Juice prides itself on a brand and culture that has been built upon positive attitudes. Janine Allis, Boost founder and CEO, believes that, 'Once you've put the right people in place, everything is easy'. Accordingly Boost carefully screens employees and potential franchisees for personalities that suit the Boost Juice culture. The Boost Juice vision has been built upon the customer experience, which is a great product served by friendly, efficient people in a positive and energised environment.

### Customer Experience

Our training and culture have really put us above the pack in this area. People can copy our colours, but not the experience!

### The Product

At Boost we refuse to use anything artificial in our smoothies & juices. Our smoothies are all at least 98% fat free. Even though we have minimised the fat content we have not reduced the nutritional value and the goodness in our smoothies! Many of our smoothies are a fantastic source of calcium, which is essential for healthy bones.

Janine collaborated with Sara Lee in October 2003 to create the very special TD4 yoghurt that makes Boost's smoothies so unique. We have worked for years on the yoghurt formula to make sure that the smoothies taste great. This product is exclusive to Boost Juice. The supplements are also formulated specifically for Boost Juice. For more information on all of the Boost products please see the menu section on our website at [www.boostjuicebars.com](http://www.boostjuicebars.com)

### Feedback

One of our competitive advantages is that we are absolutely about learning from our customers, listening to them and hearing about their experiences, so we can continue to develop ways of improving. Our Boost Guarantee is on the wall of every single store, and we encourage customers to contact us if they have any feedback. Their feedback is then forwarded onto the relevant team member within the Boost Support network to ensure appropriate action or follow up is taken.

## Who would you consider the target audience to be?

The target demographic is 15 to 35 years old, with our core target market aimed at the 25 year old female who loves life and is looking for a healthy alternative to fast food! Although our current customer base ranges in age from 4 years old to 80+ years – health knows no barriers!

## What types of media have you used for advertising and how effective were they?

We have used radio extensively for both tactical and strategic campaigns, and we find it to be very effective in reaching our audience. We have also used television and billboards for branding campaigns, and we conducted a short term magazine campaign during the Healthy Suckers promotion in March this year. Aside from this, various local marketing initiatives have also utilized different media including regional radio and TV, newspapers and other publications.

We've worked oh-so-hard, day and night to provide as much information as we can about Boost in the study kit & website ([www.boostjuicebars.com](http://www.boostjuicebars.com)). Any information that you can't obtain from the kit, website or franchising journals (check your local library or search engines for further research) such as financial specifics are confidential. We can't actually answer your assignment questions for you, but we know that this kit gives you the information you need to formulate your own fabulous responses and get the super grades we know you can achieve! All the best from the team at Boost!"

