



BOOST[®]

STUDY

KIT

**SQUEEZE
MORE OUT
OF LIFE**



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**LOVE
LIFE!**



INTRODUCTION

**Thanks for your interest in Boost Juice!
This kit is designed to help you get an A+.**

We believe in making being healthier and getting good grades as easy as possible... So whether you are studying Business, Marketing or want to know some trade secrets, we hope you will find what you need right here.

THE BOOST STORY



A BOOST IS BORN!

In 2000, Janine Allis saw a gap 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 whilst she was out.

With no business experience, only a passion to do retailing differently, She developed a business plan and raised \$250,000 through friends. 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 like 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 in Adelaide and working in the store, to negotiating the purchase of another juice bar chain in 2004 and taking the brand around the world. This has allowed her to fully understand and develop all aspects of a growing business. Boost would not be Boost however, without her phenomenal team that has achieved amazing results to help the brand grow to the amazing international brand that it is today!

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 great tasting 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 within 24 hours, and the VIBE Club loyalty program which rewards loyal customers and has helped our customers have fun.

THE WELLNESS CATEGORY OFFERS AN ALTERNATIVE TO FAST FOOD

In an age where childhood obesity is said to be at epidemic proportions, Boost found a niche market of offering a healthy alternative to other fast food options, which is encompassed in a brand perceived to be 'cool' by young consumers. This niche has been called the 'wellness category' and is one of the fastest growing retail categories in the world, with companies in the category seeing massive growth. Boost was no exception, with a growth platform of an average of 30 stores a year for 4 years and group turnover exceeding AUD\$158,000,000 last financial year and from inception a turnover of approximately 1.2 billion dollars.

This attracted a buzz in Australian media because the brand was providing a new experience and opportunities on so many different levels. There was a lot of focus on Janine, who was achieving this amazing success with the business while being a wife and mother to three young boys. And the more buzz that the business attracted the more growth and success the franchise stores attracted.

THE GROWTH OF BOOST JUICE BARS

With the success of Boost in Australia, Boost decided to start spreading its wings internationally in 2004. Since then, Boost Juice Bars have been opened in the UK, Republic of Ireland, Thailand, Indonesia, South Africa, India, Chile, Estonia, Singapore, Malaysia, Germany, Macau, China, Russia, Republic of Korea, Lithuania, Kuwait United Arab Emirates and Hong Kong. Boost Juice is now operating in more countries than any other juice bar in the world. Boost Juice is an amazing retail phenomenon with a growth platform on average of, 2 countries and 30 stores a year for the last 4 years.

“WITH OVER 350 STORES OPERATING THROUGHOUT AUSTRALIA AND AROUND THE WORLD, BOOST IS THE LARGEST AND FASTEST GROWING JUICE & SMOOTHIE FRANCHISE IN THE SOUTHERN HEMISPHERE.”

Boost is considered a global brand which has been built on a strong marketing and operations foundation. This has enabled the Boost brand to achieve an extraordinary 94% awareness within the first five years and has set Boost apart from competitors and copycats time and time again. From our unique culture and marketing philosophy, our International Franchise Partners come from diverse backgrounds and industries. They all hold the passionate 'love life' attitude that's helping us grow Boost Juice into one of the Worlds' most loved brands.



If you want to know more about Janine, you can pick up a copy of her book at any Boost store, or follow her blog.

ABOUT JANINE

SHE HAS PROVIDED INSPIRATION FOR AUSTRALIAN BUSINESS COMMUNITY, BY PROVING THAT YOU CAN JUGGLE A SUCCESSFUL CAREER WITH MOTHERHOOD. AS THE FOUNDER OF BOOST JUICE, SHE HAS LED THE COMPANY TO ACHIEVE MANY AWARDS AND ACCOLADES, INCLUDING THE AMEX FRANCHISOR OF THE YEAR, AND IN 2004 JANINE WAS ALSO AWARDED THE TELSTRA BUSINESS WOMAN OF THE YEAR, JUST TO NAME A FEW.



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 and a daughter, she is an advocate for healthy eating and living. With a hectic urban lifestyle in Melbourne, Janine understands firsthand 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, trialled 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 worldwide 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 towards the running of Boost Juice.

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".

Never one to rest on her laurels, or kiwifruits, Janine Allis continues to make Boost a global phenomenon and grow Salsa's, CIBO espresso & Hatch.

MEET THE BIG WIGS*

*THE IMPORTANT PEOPLE



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.



Jeff Allis

Jeff enjoyed a long and successful career as Head of Programming for Austereo Radio Network, hiring and working with talent like Hamish and Andy, Denton, Eddie McGuire and Kyle Sandilands. Jeff moved full time into Boost 9 years ago and as Janine focused on international growth, he took over as CEO and built the company into the multi brand platform that is today, Retail Zoo.

Jeff now sits as Executive Chairman in the company.



Scott Meneilly

Scott started on his Boost journey in June 2008 as the leader of Boost company stores and in just a few short months, landed himself in the General Manager position. Scott is the gatekeeper to the Boost company culture and was appointed the role of CEO in 2012 and now looks after 300+ of our Australian and International stores, with even more stores and countries on the way! Prior to joining Boost, Scott had a successful career in both hospitality and franchising leaving a CEO role behind him to come and lead the Boost brand. Scott has always had a passion for juice and smoothies, in the past he even owned his own juice bar in Melbourne!

PRODUCT DEVELOPMENT



Ever wondered who comes up with our delicious tasting smoothie combinations? Product development is a very exciting part of Boost Juice. It is where our imagination flies. Putting together different types of fruits, vegetables, yoghurt, sorbet and many other things to make it taste not just delicious but healthy, can be a challenge.

We are always on the 'health train' and looking for new and exciting flavours to create new drinks for you to love us! We love to play around with our in-house blenders and all sorts of fruit, and although not all the combinations work we definitely have fun until we get an AMAZING smoothie that's nutritious and delicious!

OUR MENU

Every product is reviewed for its nutritional qualities and we have a large variety for all peoples needs and diet.

Low-fat Smoothies

Mango Magic
Mango, banana, mango nectar, TD4 vanilla yoghurt & ice
[orig 175kJ med 1292kJ kids 1005kJ]

Strawberry Squeeze
Strawberries, banana, apple juice, TD4 strawberry yoghurt & ice
[orig 1943kJ med 1339kJ kids 886kJ]

Banana Buzz
Banana, honey, low fat milk or soy, TD4 vanilla yoghurt & ice
[orig 1848kJ med 1364kJ kids 1061kJ]

All Berry Bang
Strawberries, raspberries, blueberries, apple juice, TD4 strawberry yoghurt & ice
[orig 1470kJ med 1085kJ kids 844kJ]

Janine's Favourite
Raspberries, banana, mango nectar, TD4 mango yoghurt & ice
[orig 1700kJ med 1305kJ kids 1015kJ]

King William Chocolate
Chocolate, banana, low fat milk or soy, TD4 vanilla yoghurt & ice
[orig 1861kJ med 1373kJ kids 1068kJ]

Go lite? Ask us how.
\$6.40 Original
\$5.90 Medium
\$5.00 Kids

Hand Crafted Juices

Two & Five Juice
Freshly squeezed orange, apple, carrot, celery & beetroot + a vita booster
[orig 702kJ med 518kJ kids 403kJ]

Energiser Juice
Freshly squeezed orange, strawberries & banana + an energiser booster!
[orig 1080kJ med 797kJ kids 620kJ]

Create Your Own Juice

- Apple
- Banana
- Beetroot
- Blueberry
- Carrot
- Celery
- Coconut water
- Cucumber
- Dates
- Ginger
- Grapes
- Kale
- Lemon
- Mango
- Mint
- Orange
- Passionfruit
- Pineapple
- Raspberry
- Spinach
- Strawberry
- Watermelon

\$6.70 Original
\$6.20 Medium
\$5.90 Kids

The average adult daily energy intake is 8700 kJ

Protein Smoothies

Weekend Warrior
Banana, blueberries, oats, coconut water, honey, whey protein, chia & ice
25g of protein*
[orig 1617kJ med 1183kJ]

Gym Junkie
Strawberries, banana, low fat milk or soy, TD4 vanilla yoghurt & ice + a protein booster 23g of protein*
[orig 1763kJ med 1301kJ]

Taut n' Toned
Banana, strawberries, dates, spinach, coconut water, whey protein & ice
22g of protein*
[orig 1214kJ med 898kJ]

\$6.70 Original
\$6.20 Medium

Download our app!

Boosters

Vita Protein Energiser! Immunity! Chia seed Superfruit Wheatgrass powder
All single boosters \$0.60

\$1 Powerpack
Buy a Boost, Give a Boost! Grab a \$1 Powerpack with 3 boosters & 10c goes straight to The Boost Foundation to help support Australian Youth Charities.

Dairy Free Crushes

Watermelon Crush
Freshly juiced watermelon, tropical juice, sorbet & ice
[orig 903kJ med 666kJ kids 518kJ]

Mango Tango Crush
Mango, passionfruit, mango nectar, tropical juice, sorbet & ice
[orig 1251kJ med 923kJ kids 716kJ]

Berry Crush
Raspberries, strawberries, blueberries, apple juice, sorbet & ice
[orig 1238kJ med 914kJ kids 711kJ]

Tropical Crush
Mango, banana, tropical juice, sorbet & ice
[orig 1385kJ med 1022kJ kids 795kJ]

\$6.40 Original
\$5.90 Medium
\$5.00 Kids

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Green Smoothies & Juices

Smoothies
Whole fruit & veg

Grape Escape
Spinach, pineapple, grapes, banana, coconut water & ice
[orig 909kJ med 671kJ kids 522kJ]

Caribbean Green
Mango, passionfruit, banana, spinach, mango nectar, coconut milk, coconut water & ice
[orig 1110kJ med 819kJ kids 637kJ]

Ginger Tonic
Grapes, ginger, cucumber, apple, kale, coconut water & ice
[orig 647kJ med 479kJ kids 371kJ]

Juices
Freshly squeezed

Veggie Garden
Spinach, cucumber, celery, carrot, orange, chia seed & ice
[orig 543kJ med 401kJ kids 312kJ]

Mint Condition
Spinach, mint, celery, apple, cucumber & ice
[orig 549kJ med 405kJ kids 319kJ]

Kinky Kale
Wheatgrass, mint, pineapple, orange, kale & ice
[orig 872kJ med 644kJ kids 501kJ]

Don't love it? We'll replace it!

\$6.70 Original
\$6.20 Medium
\$5.50 Kids

Super Smoothies

Energy Lift
Mango, banana, tropical juice, TD4 mango yoghurt & ice + an energiser booster!
[orig 1665kJ med 1229kJ]

Wondermelon
Strawberries, freshly juiced watermelon, strawberry yoghurt, whey protein & ice + a superfruit booster 18g of protein*
[orig 970kJ med 716kJ]

Brekkie to Go-Go
Banana, toasted muesli, honey, low fat milk or soy, TD4 vanilla yoghurt & ice + an energiser booster!
[orig 2574kJ med 1859kJ]

Green Tea Mango Mantra
Mango, green tea, mango nectar, TD4 vanilla yoghurt, sorbet & ice + an immunity booster!
[orig 1842kJ med 1359kJ]

\$6.70 Original
\$6.20 Medium

Low-fat, dairy free, gluten free*

Low-fat, dairy free, gluten free*

* Trace of gluten, might be present in products during preparation in store

Low-fat smoothies with super-powers

Low-fat smoothies with super-powers

50c extra fruit
50c soy milk
*contains caffeine
*the original size

Low-fat, dairy free, gluten free*

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Whole fruit & veg

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Low-fat smoothies with super-powers

50c extra fruit
50c soy milk
*contains caffeine
*the original size

SOME OF OUR AMAZING INGREDIENTS

OUR INGREDIENTS ARE SIMPLE AND NATURAL!

Apples

Apples contain vitamin C as well as a host of other antioxidant compounds. It also contains fibre to keep things moving downstairs. It has also been claimed that it can help with heart disease, weight loss. No wonder they say an apple a day keeps the doctor away.

- Apples are actually a member of the rose family.
- Smurfs are 3 apples high.

Banana

We all know banana for its high content of potassium. Our bones need potassium because it helps to reduce calcium excretion, which is how bananas help to reduce the risk of developing osteoporosis and help to keep bones strong the older we get.

- If monkeys eat too many un-ripe bananas their tongues and eyes will turn green.
- In 2001, there were more than 300 banana-related accidents in Britain, most involving people slipping on skins.

Berries

There are several powerful antioxidants that appear in berries, including anthocyanins, quercetin, and vitamin C. Anthocyanins give berries their vibrant colour. Anthocyanins work together with quercetin to help slow age-related memory-loss.

- The USA is so crazy about blueberries, July is national Blueberry Month!
- Strawberries are only fruit to have their seeds on the outside.
- Speaking of seeds, on every strawberry there's an average of 200 seeds!

EVER WONDERED WHAT THE DIFFERENCE IS BETWEEN COCONUT MILK AND COCONUT WATER? COCONUT WATER IS THE CLEAR LIQUID INSIDE YOUNG COCONUTS, USUALLY ABOUT 5-6 MONTHS OLD. COCONUT MILK IS THE LIQUID THAT COMES FROM THE GRATED WHITE MEAT OF A BROWN COCONUT WHICH ARE ABOUT 8-9 MONTHS OLD.

Milk

The major player in milk is calcium - essential for maintaining total body well being. Your body needs it every day, not just to keep your bones and teeth strong, but to also assist your muscles and nerves in working properly! Milk also provides a complete source of protein (both whey and casein) for growth and development, and a natural source of carbohydrate for energy.

- Cows have an acute sense of smell - they can smell something up to 6 miles away!
- Milk is better than water for cooling your mouth after eating spicy food. Milk products contain casein, a protein that cleanses burning taste buds.

Coconut Water

Coconut water is the clear liquid inside young coconuts. It is popular for its potassium, magnesium and sodium content which makes this a low calorie but sweet refreshing drink.

- A coconut is the largest know seed in the world.
- Falling coconuts kill 150 people every year which is 10 times the number of people killed by sharks. Our point - no siestas under coconut trees!

Honey

Apart from its delicious sweetness honey is a great source of natural energy!

- Honey is one of the oldest foods in existence. It was found in the tomb of King Tut and was still edible since honey never spoils!

Kale

Kale is part of the cabbage family and this wonderful vegetable is a good source of all three antioxidants: beta-carotene and vitamins C and E. It is also rich in naturally occurring glucosinolates, which help in the fight against free radicals.

- Kale, sometimes spelt as Kayle or abbreviated from Kale, is a Gaelic unisex given name, although it is more commonly given to males. It is derived from Gaelic, Hebrew and Germanic languages and it is used largely in English and Hawaiian languages.

Mango

Mango contains large amount of pectin, a soluble dietary fibre that efficiently lowers the blood cholesterol levels and also helps prevent some cancers.

- Its cousins are cashew, pistachio nut, poison oak and poison ivy. We wonder what their family reunion would be like!
- More mangoes are sold on earth than any other fruit. Any other fruit. Think about it!

Muesli

Our muesli contains dried fruit which adds natural sweetness to the drink. It contains wholegrain cereal with a delicious blend of grains, fruit & seeds. Wholegrain means you are getting all 3 parts of the grain in the same proportions as they are naturally found. Wholegrain retains the natural vitamins and minerals that are often removed from refined grains. It also adds great texture and taste to the drink.

Pineapple

Pineapples are a very good source of vitamin C and also a useful source of potassium.

- During the 16th and 17th centuries, the pineapple symbolised 'Welcome'. Women crocheted pineapples doilies, made pineapple bedspreads and pineapple door knockers.

Protein

Protein supports, repairs and nourishes a healthy immune system helping you to regulate blood sugar. Protein is the building block that support muscles, hair, skin and nails.

Boost's Protein Smoothies are great for both pre-workout and recovery with relevant levels of protein.



IT'S WHAT'S INSIDE THAT COUNTS

Here at Boost, we are on a mission to make being healthier easier. Look around us, we are a nation that is gaining weight, and yet there are more and more gyms, different diets and health concerns than ever before. So you may have heard the theories lately that we are consuming too much sugar. And that sugar, which is a carbohydrate, is to blame for growing obesity. If you cut out that sugar you will lose weight.

What we believe is that it's not a fair comparison to compare sugar to sugar or calories to calories and it's not even about calories eaten Vs. calories burnt. We believe we need to look at 'empty calories' which are easily consumed in place of or in addition to 'functional foods' which contain nutrients and fuel that the body needs.

It's no surprise that there is sugar in Smoothies and Juices and therefore in all of our products because they contain fruit. But if we compare a smoothie to a bottle of soft drink, whilst the difference in calories may be similar and even the grams of sugar similar, the difference is that the soft drink will have 0 nutritional benefits to your body and your body will have consumed 'empty calories'. Whereas the smoothie can provide you with antioxidants, fibre, vitamins and minerals and whilst it has sugars, these are natural sugars which your body easily converts into energy. Great when you're on the go.

At Boost we don't believe you should have to eat food that tastes like cardboard. We aim to make nutritious – delicious! And like Dr John Tickell's Theory of LOW HUMAN INTERVENTION....Boost offer 'nutritious and delicious', 'smoothies and juices' simply by getting fresh and frozen fruit or vegetables into a juicer or blender with other great ingredients like chia seeds, coconut water or yoghurt! No secret ingredients. ... just simply natural.

"EVERYBODY REQUIRES DIFFERENT NUTRITION DEPENDING ON WHAT THEY DO IN THEIR LIVES, THEIR AGE AND THEIR EXERCISE OUTPUT. MY 16 YEAR OLD SON WHO WORKS OUT 5 TIMES A WEEK REQUIRES A HIGHER CALORIE AND HIGH CARBOHYDRATE DIET TO SIMPLY KEEP UP WITH HIS LIFESTYLE." JANINE

We also believe that health is about choice, and we aim to offer choice in our menu because not everyone is the same. Everybody requires different nutrition depending on what they do in their lives, their age and their exercise output. My 16 year old son who works out 5 times a week requires a higher calorie and high carbohydrate diet to simply keep up with his lifestyle. A person who does not exercise and drives to work and is not that interested in moving that much, requires less calories. We also have smoothies and juices for any time of the day and for everybody's

personal needs. So for example, if you want a lower calorie smoothie you can get a 'lite' version or if you want more nutrients and antioxidants we recommend trying our Green range.

And unlike the fad diets that have come and gone since 2000 when we opened the first Boost Juice store, this hasn't changed. The only thing that has changed is that we have opened more stores, so that it's easier for customers to get refreshment on the run, and we have continued to expand on our range of products to suit customer needs and offer more choice. For example, we added the lean and green range in 2013 and we have just launched our Red Raw range.

But don't worry – we are not telling you that you shouldn't ever have your favourite chocolate bar or even soft drink. We love life and the best way to get the most out of it is to embrace it. We are all perfectly imperfect and we all love that sneaky piece of chocolate...so go for it! Enjoy it! Just know that moderation and balance is essential to keeping you healthy and for making you feel good.

So when choosing what to eat or drink, aim to choose 'Functional Foods' as opposed to 'empty calories' and ensure balance in your diet and lifestyle. And remember at Boost, every product we make has natural nutrition, making delicious nutritious and healthy easier.

FRESH JUICE PROVES CRITICAL FOR CHILDREN'S NUTRIENT INTAKE

A study from the US has proven the substantial health benefits of consuming fresh 100% juice on a daily basis, particularly in relations to the health and wellbeing of children aged two to eleven years old. The June issue of the *Archives of Paediatrics & Adolescent Medicine* has been reported that children aged two to eleven years old who consume 100% juice on a daily basis have a better nutrient intake without an increase risk of becoming overweight.

The two objectives of the study were to determine if, in a nationally representative sample of children two to eleven years of age, 100% juice consumptions affected (1) nutrient intake and food groups and (2) their weight status. Despite speculation regarding the high fructose sugar levels in fruit juice, the likelihood of being overweight was not significantly different between juice consumers and non-consumers.

The study authors conclude "The weight of current scientific evidence clearly supports the nutritional benefits of 100% juice consumption and does not support a relationship between overweight and 100% juice consumptions in children."

LOVE
LIFE!



OUR PRODUCTS

AS WELL AS OUR FABULOUS DRINKS, WE ALSO SELL A RANGE OF SNACKS INCLUDING:

In all stores:

- Banana Bread
- Choc Protein Balls
- Peanut Butter Balls
- Popcorn – Sea Salt and Slightly Salty, Slightly Sweet
- Boost Bites - Berry and Apricot
- Walkabout Mix - Nightcap Ranges and Mt Bogong
- Mt Franklin Water
- H2 Coco Water – Pure
- Boost Chew Bars – Chia and Nutty

In selected stores:

- Nicked from Nannas
- Wallaby Bars
- Sparkling Water
- Pump Water
- Yoghurt
- Fruit Salads

Supermarket Range

Boost 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 on our website.





JANINE'S GUARANTEE

- Make fresh and nutritious juices and smoothies that taste great
- Only ever use the very best quality ingredients
- Never use anything artificial or fake
- Always deliver amazingly friendly service
- Be on the lookout for new ways to make being healthy easy
- Give you reason to smile

**Don't love it?
We'll replace it!**

Janine Allis Founder Boost Juice Bars

“Feedback is the breakfast of champions!”

“Only surround yourself with people who are going to lift you higher!”

“Be realistic - aim for the impossible!”

“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!”



MARKETING & PROMOTIONS

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 Boosties. 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

Since its inception Boost Juice has led the way with a unique marketing approach which includes above-the-line and below-the-line campaigns. The Boost brand to achieve an extraordinary 94% awareness within just five years has set Boost apart from competitors and copycats time and time again. From our unique culture and marketing philosophy, our International Franchise Partners come from diverse backgrounds and industries. They all hold the passionate 'love life' attitude that's helping us grow Boost Juice into one of the Worlds' most loved brands.

BRANDING

Boost has been successful in building an extensive and well recognised brand profile over the past 15 years. Methods utilised include above the line (ATL) advertising such as radio, television campaigns and social media platforms as well as below the line (BTL) methods which include electronic direct mail (EDM's) via our database, engaging website, a user friendly smart phone app as well as public relations customer service and media coverage. Marketing the Boost brand is made up of major campaigns, minor campaigns and local area marketing.

MAJOR CAMPAIGNS

BOOST CONDUCTS AT LEAST 12 MAJOR CAMPAIGNS THROUGHOUT

the year on a national level. Each year a national marketing calendar is developed which will include some campaigns that are tried and tested and done every year, such as our famous 'What's your name game', as well as new and unique promotions. The campaigns are designed to achieve a particular goal, such as increasing brand noise, or increasing store sales. These campaigns are designed to be TTL (Through The Line) which means they aim to combine ATL and BTL platforms in order to engage with customers on a variety of levels. For example they may hear the ad on the radio, and then see it on the posters in store... Here are some of our fave's.

What's Your Name Game

This is a campaign that has become a highly interactive promotion with our customers. We offer a "Free Boost" to people with a specific name every week day over a four week period using attractive POS and fun social media posts. With every Facebook post, Instagram upload or Tweet, the Boost word spreads like wildfire to anyone who knows anyone with the names featured during the 2 weeks of the campaign.

It is advertised heavily via radio, social media, YouTube custom-made videos and has proven highly successful in driving new and existing customers into stores. This is run during the school holidays to allow more of our customers to take part in the excitement and win themselves a Free Boost for just being themselves.



Image - WYNG Facebook tile 2014

Collectable Kids Cups

Two times a year we highlight our loveable and collectable kids cups tied into a major movie release and/or offer the chance to win a major prize such as a family holiday. For customers who purchase any kids cup during the promotional period and swipe their VIBE Club card or scan their Boost app barcode are automatically entered into the draw to win a family trip for 4 (2 adults & 2 children) to destinations like Hawaii or Disneyland. Not only do our younger customers get to collect all 4 of our limited edition kids cups, they are able to enter colouring-in competitions attached to the campaign for the chance to win their own exclusive prizes in relation to the featured film.



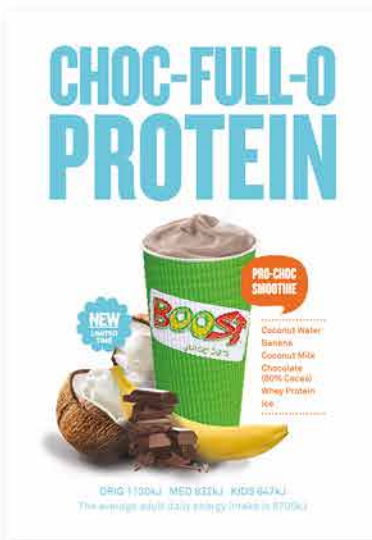
Boost Your Life

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 opened the door to the store...and a great new future!



Celebrity Smoothies

Celebrity Smoothies are something that is as the title suggest, celebrated! Teaming up with some of our favourite Australians from TV, radio, the music world and the famous kitchens, Boost have had the opportunity to create their very own Boost recipes just for our customers! Not only that... With any size Celebrity Smoothie purchased, Boost donated 50c to each celebrity's nominated charity. It's a fun and great way of supporting a worthy cause while spoiling your taste buds.



Choc-Protein

For the first 2 weeks of June 2014 we blended up a brand new drink named PRO-CHOC Smoothie across Australia! The PRO-CHOC Smoothie is a balanced, high-protein meal in a cup. The protein combined with antioxidants and healthy fats promised to fuel customers through the heaviest workout and delivered! It was also a great breakfast option for people on the go. In this smoothie was everyone's favourite flavour... chocolate! A chocolate with benefits is always a win. Cacao is rich in magnesium and antioxidants that assist with muscle repair and recovery. It also provides sustained energy to support the endocrine and immune systems.



Protein Supreme

During August 2014 the first smoothie in our Premier Range was launched. The Protein Supreme was promoted for a period of 3 weeks as a premium smoothie that was designed to be an abundance of nutrition and contained a delicious blend of our healthiest ingredients. We loaded this smoothie up with even more protein (32g)! That's not all, the drink was very well balanced, blending carbohydrates, healthy fats, fibre and micronutrients on top of the protein to make a delicious sweet and satisfying smoothie. This drink is nothing short of a very healthy feast with the best ingredients; so was therefore justifiably being sold for \$9 for the Original size and \$8.50 for a Medium.



MINOR CAMPAIGNS

MINOR CAMPAIGNS ARE USUALLY INITIATED THROUGH BTL TECHNIQUES.

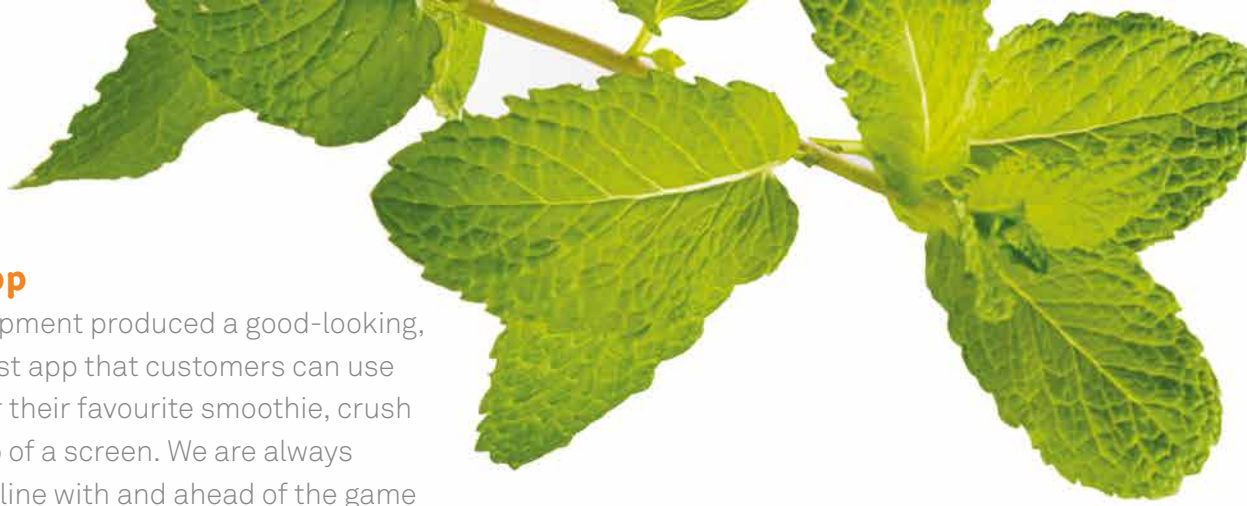
We have our fantastic vibe newsletter that we have competitions in each month, which also gives us a database to share offers such as 'buy one get one for \$1'. We also have the new Boost app which includes a mates rates section for us to include coupons for customers to redeem instantly. But every touch point that we have with our valued customers is considered marketing, so always remember that customer service is just as important in marketing as any offer or promotion.

The VIBE Club

The Boost loyalty program, known as the VIBE (Very Important Boost Enthusiast) Club has well over 1 million members Australia wide and is increasing daily. VIBE members are entitled to special monthly offers and giveaways via the VIBE email newsletter. Especially important, members get a free Boost after buying 10 and also get a free Boost on their Birthday! The VIBE database has become a vital communication tool to Boost's most loyal customers. This is also a great marketing tool for Boost to contact local VIBE members with exclusive offers and deals!

Boost VIBE Newsletter

Every month we send a newsletter out to all our Australian VIBE Club members so they can keep up with all the latest products, the latest trends in nutrition, the world of fruit and updates from our fearless founder herself, Janine! The VIBE newsletter also encourages our readers to interact with us by entering competitions and seeing if they made it to the coveted Boostagram page as legend Boosties of the month! It's all about being seen with a Boost in your hand!



The Boost App

Months of development produced a good-looking, user friendly Boost app that customers can use on the go to order their favourite smoothie, crush or juice at the tap of a screen. We are always looking to stay in line with and ahead of the game at Boost. With the Boost app we are doing just that. With the Boost App, our hope is to always make our customer's experience in our stores that little bit better. Along with easy ordering facilities, the app allows us to offer exclusive promotions through push notifications, snapshots of our latest news, instant access to VIBE member information and points, store locator and much more.



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 within 1 business day. 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.

Local Area Marketing

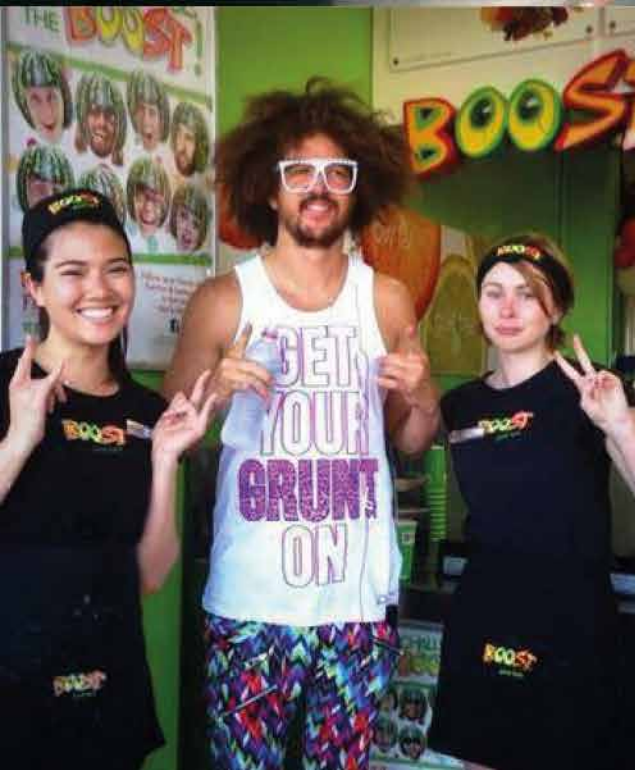
At Boost we have so many fantastic Partners (or franchise owners) that we like to encourage them to do their own marketing initiatives. We work with them to make sure that they are doing exciting campaigns that engage their local loyal customers and community. This can include school fundraising, sponsorship of community events, association with sports clubs and gyms, and we love to get Barry Boost out and about. Barry is our lovable big green mascot! Taking Barry out and about is a great way to connect with our younger customers. From shopping centres to street parades, it's never a dull moment with Barry and his friendly Boosties to help hand out freebies and hugs.





SPOTTED AT BOOST

(or as we like to affectionately call them – Famous Suckers!)





“The app received over 250,000 downloads in its first 3 months”

DIGITAL

IT MAY HAVE ONLY BEEN 15 YEARS AGO, BUT BACK WHEN BOOST FIRST OPENED, PEOPLE CARRIED CASH AND MOBILE PHONES DID NOT EVEN HAVE COLOUR DISPLAYS OR THE INTERNET!

Today, Boost has fully embraced the digital revolution and it has changed how Boost operates. We now have electronic tills, Pay Wave, Facebook, Instagram, Digital posters in store and a first of its kind fully integrated Boost app, that allows you to order your Boost in advance.

These new platforms have also changed the landscape for marketing. Not only can we talk to our customers, but we can more easily hear from them. We can communicate more efficiently, activate campaign ideas almost instantly, and at the same time we are more attentive to consumer trends and needs. Marketing opportunities are more accessible, and also more quickly out of date or old news. There is also more content clutter out there across the platforms, so whilst there are more places to speak to our customers, it's harder than before to capture anyone's attention! So we are always challenging ourselves to come up with new, exciting and fun ways to interact.

And Yes – we have people who spend their whole day on Facebook for a living – how cool!

IN 2014 WE LAUNCHED OUR BOOST APP!

The app received over 250,000 downloads in its first 3 months and has continued to grow and grow. The app was the first retail app in Australia to be fully integrated with the point of sale system in store, meaning that all orders placed went directly through to the till while still updating your VIBE database details.

Above all of this, the digital space continues to grow and we have so much more to look forward to. The app will give us more and more ways to communicate. We are working to be able to put offers directly onto your phone that are relevant to where you are or what you like to drink. Who knows what technology or social platform will be next.



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

FRANCHISING

“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

PERFECTING THE FRANCHISING MODEL

BOOST WAS ALWAYS DESIGNED TO BE A FRANCHISE RUN ORGANISATION. JANINE AND HUSBAND JEFF ALLIS, WORKED DILIGENTLY FROM THE OUTSET, BY WORKING WITHIN AND ON THE BUSINESS INFRASTRUCTURE, SO THAT ITS FRANCHISE SYSTEMS WERE SEAMLESS AND DESIGNED ONLY FOR SUCCESS. IT IS THIS SIGNATURE ‘TRIED AND TRUE’ TESTING THAT HAS GROWN BOOST JUICE INTO THE GLOBAL, AWARD-WINNING BRAND THAT EVERYONE KNOWS AND LOVES!

Boost Juice commenced franchising in 2001 and we have now opened over 350 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 was also awarded 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, India, Malaysia, Estonia and Thailand, 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.

Boost Juice has implemented an incredibly robust franchise application process to ensure that we attract and retain the best franchise partners to join our network. Each applicant must successfully complete a number of interviews and assessments in order to be granted a Boost Juice franchise. In particular, we are looking for like-minded, passionate and business-focused people who are willing to work within the boundaries of our systems and processes and learn Boost Juice best practice.

In 2013, we were incredibly proud to report that over 40% of our existing franchise partner network have reinvested in our brand and now own more than one Boost Juice business. In our opinion, there is no better testament to the strength of our franchise network than having our valued partners reinvesting in our business.

For more information go to boostjuice.com/franchising

A large, vibrant image of raspberries serves as the background for the page. The raspberries are shown in various angles, with some in the foreground and others in the background, creating a sense of depth and texture. The color is a rich, bright red.

OPERATIONS

OPERATIONS IS A KEY ELEMENT TO ENSURING THE SMOOTH RUNNING AND CONSISTENCY ACROSS ALL STORES AROUND THE WORLD.

Boost operations team work closely with the stores and franchise owners, with marketing, suppliers, customer service, product development and even store design. Every detail is considered and managed with utmost attention to ensure that we offer a great product and customer experience. Quality assurance testing and mystery shoppers are a great initiative that our operations team run to ensure every element is covered.

**“Success is
5% strategy,
95% execution”**



BOOST INTERNATIONAL

Our International Franchise Partners come from diverse backgrounds and industries and have varied personal interests and professional experiences.

It is our mission to align with Franchise Partners who are passionate, like-minded people who ‘love life’ and want to join us on this incredible journey to grow Boost Juice into a world-wide phenomenon!



With over 350 stores [and counting], operating throughout Australia and around the world, Boost is the largest and fastest growing juice & smoothie chain in the Southern Hemisphere and one of Australia’s fastest growing franchise networks (BRW Magazine).

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 – and with the volume of international queries we receive each day, we are confident that we have substantial support in achieving this aim!

We have appointed Master Franchisees who are currently juicing in the UK, Republic of Ireland, Thailand, Indonesia, South Africa, India, Chile, Estonia, Singapore, Malaysia. We are very excited about the phenomenal opportunity to establish our high growth and high profit business all over the world.

We believe that the rapid rate of growth experienced to date, will continue with new sites and regions scheduled to open soon.



BOOST INTERNATIONAL STRATEGY

Boost's international strategy and marketing recognises that consumers around the world have different values, tastes, customs, purchasing powers and media habits while also understanding the importance of global brand consistency.

We ensure that our messages are just as persuasive in foreign markets as they are at home. At Boost we work with our partners as the experts in their regions. Their expertise combined with our Boost knowledge allows us to decide how far to adapt, or localise our marketing mix for each individual market. This can be difficult, however we recognise this as a crucial element of our strategy when launching in foreign markets.

It is imperative that the original integrity of the brand values and messages are maintained, however we appreciate the vehicle opportunities and limitations, must be identified and addressed in the context of each region.

The core of the Boost brand remains around health, fun and 'love for life', needs to remain pure, focused and as simple as possible. However, the tagline or associated messages and



promotional activity will be localised for language and cultural differences, whilst remaining true to our identity.

Boost is not just about the health 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.

International uniformity has its own advantages, as people travel the world they can be assured that wherever they go, the product that they buy from Boost, will be the same great product they know & love.

However if the only products we offered are the same

wherever you buy them, it is wholly undifferentiated and not unique in any way. This leaves the obvious opportunity for someone to design a tailor-made product that meets the needs of local segments. Local markets have local needs and tastes.

We have a core range of our most famous drinks on offer all around the world, then look to customise drinks to suit each individual market. We have easily adapted our range to include Rooibos (South Africa), Dragon Fruit (China), Aloe Vera (Lithuania) & Chirmoya (Chile) and many more fun flavours around the globe!

Boost International held 115 stores at the end of September 2014 and has projected another 50 stores for the financial year 2014-2015, the interest continues from new territories and is not showing any signs of slowing down!





HR

AN EFFICIENTLY RUN HUMAN RESOURCES DEPARTMENT CAN PROVIDE YOUR ORGANISATION WITH STRUCTURE AND THE ABILITY TO MEET BUSINESS NEEDS THROUGH MANAGING YOUR COMPANY'S MOST VALUABLE RESOURCES - ITS EMPLOYEES.

Retail jobs are a demanding and ever-changing environment. It is important for our customers to receive the best service and a great product each and every time, as such this fast paced environment requires our HR team to be on their toes and ready for anything. For HR, the retail environment can present a landscape akin to a minefield; knowing how to guide your employees safely through can dramatically enhance the business.

AS A HR TEAM, WE LOOK AFTER A NUMBER OF KEY TASKS:

- **Recruitment** – we assist our stores and support centre, to identify and bring in the best people for our business.
- **Payroll** – is not just ensuring that our team are paid on time, but its ensuring that we are paying in line with the correct award.
- **Organisational Development** – is the practice of changing people and the organisation for growth.
- **Performance Management** – is a process of improvement, learning and development in order to achieve the overall business strategy.
- **Policies & Procedures** – establish a framework and set standards that guide how we should conduct ourselves as employees.
- **Industrial Relations/Employee Relations** – concerned with strengthening the employer-employee relationship through measuring job satisfaction, employee engagement and resolving workplace conflict.



STORE DESIGN & DEVELOPMENT

WHO ARE WE? WHAT DO WE DO?

We design with intention. Being aware of the needs and wishes of our valued customers help determine our store plans down to the last fixture. Our aim is to help people feel good by giving them an amazing, bright, funky shop. It is also imperative to us to create 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 have a great product, made each and every time with the freshest and highest quality ingredients available. We also know that our future success depends very much on our ability to continue 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!

BP STAYPLTON QLD



SUNCORP LANE NSW



BENDIGO VIC





LOVING LIFE LOVING THE ENVIRONMENT..

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

We researched the best possible product that has the minimum negative impact on the environment and surprise, surprise, polystyrene came out the best due to how it was produced and how it did not breakdown and leak poison into the environment. We review this annually and with new products always coming available using better techniques we found the paper cups.

THE BENEFITS OF THESE CUPS INCLUDE:

- **The cups are manufactured using a renewable and sustainable resource**
 - **Printed using non-toxic, food-safe inks, which are not harmful to the environment**
 - **More than 98% of the paper component is biodegradable**
-

So we converted all of our stores to this new product. We are continuously looking for new ways of putting the lightest foot print on the earth and Janine has committed to plant over 10,000 trees per year. To date she has planted over 100,000 trees.

We know however that the best thing we can do is to keep rubbish to a minimum. That's why we have our Boost Enviro Cups available in every store, and to encourage you to purchase these we offer you \$1 OFF your Boost 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 for packaging.



AWARDS

- 2013 Franchise Council Of Australia's Multi Unit Franchisees of the Year
- 2013 Finalist NRA Young Retailer of the Year
- 2012 Winner Retailer of the Year- CEO Magazine- Scott Meneilly
- 2012 Winner I Love Food Award
- 2011 Finalist BRW Fast 100
- 2009 Franchise Council of Australia International Franchise Award
- 2008 National Retailers Association Awards
 - Training/HR Initiative Award
 - Westfield Best Food Retailer Finalist (Boost Franchise)
 - Individual Achievement Award (Boost Franchise)
- 2007 National Retailers Association Awards – Bank of Queensland Franchise Award
- 2007 National Retailers Association Awards – Supreme Rewards for Best Retailer
- 2006 Government of Victoria Export Awards – Commendation
- 2006 Finalist National Retailers Association Best Franchise
- 2006 Dolly Magazine Favourite Youth 5 Minute Feed
- 2005 Price Waterhouse Coopers Franchisor of the Year Award – Victoria
- 2005 Price Waterhouse Coopers Woman of the Year in Franchising – Victoria (Janine Allis)
- 2005 Price Waterhouse Coopers Franchisor of the Year – Finalist
- 2005 Price Waterhouse Coopers Woman in Franchising – Finalist
- 2005 AMEX Franchisor of the Year
- 2005 Finalist International Woman's Verve Cliquot Award
- 2004 BRW Fastest Growing Franchisee
- 2004 Westpac Group Business Owner Award National Winner
- 2004 Westpac Group Business Owner Award – Victorian Winner
- 2004 Telstra Australian Business Woman of the Year (Janine Allis)
- 2004 Telstra Victorian Business Woman of the Year (Janine Allis)
- 2004 My Business Readers Choice Award
- 2004 Lend Lease Finalist of the Retailer of the Year Award

SQUEEZE
THE MOST
OUT OF
LIFE!

QUOTES

“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

“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

“Boost Juice blends a success that’s overflowing!”

THE AGE

“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

“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





QUICK QUESTIONS

WHICH INDUSTRY DO YOU SEE YOURSELF OPERATING IN?

The wellness category. Boost Juice is a healthy alternative to fast food. The wellness category is currently the fastest growing industry in the western world. Obesity has now reached the height that millions of government dollars are going in to 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. There are very few juice bars that are our competitors, but everyday we need to give our customers a reason to choose Boost!

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 energetic 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!

We have worked for years on the TD4 yoghurt formula to make sure that the smoothies taste great and contain good bacteria. The supplements are formulated specifically for Boost Juice. For more information on all of the Boost products please see the menu section on our website at boostjuice.com.au.

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. Although our current customer base ranges in age from 4 years old to 80+ years – health knows no barriers!



BOOST[®]

We've sampled a lot of smoothies to keep us sharp, so we could provide you with as much juicy information as we can about Boost in this study kit, and on our website.

We can't actually answer your assignment questions for you, but we know that this kit will help you formulate your own fabulous responses!

We hope you found what you wanted.
All the best from the team at Boost!

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We hope you get an A+