

**BOOST**®

# STUDY GUIDE



**SQUEEZE  
MORE  
OUT OF  
LIFE!**

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# WHAT WE'RE ABOUT



**AT BOOST, WE WANT EVERY SINGLE CUSTOMER TO LEAVE SMILING AND FEELING JUST THAT LITTLE BIT BETTER.**

From our amazing Boost franchise partners, dedicated Boosties and passionate Support Centre employees, everyone embodies a 'Love Life' attitude and remains committed to providing a world class customer experience.

# THE BOOST JOURNEY

## 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 when 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. The idea was simple: make healthy living both tasty and fun and build a brand that embodied her 'Love Life' philosophy.

By using real fruit and vegetables, along with Janine's passion to create something that was unlike anything else in the market, the concept of Boost began to take shape.



## INNOVATIVE RETAIL CONCEPT

While the juice bar concept was relatively new for Australia, the way Boost presented the brand was also new for retail in general. Boost was never simply about healthy and great tasting juice or smoothies - the brand is built on the entire Boost experience that 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 on-going commitment to product innovation, unique tactical marketing campaigns and partnerships, a robust customer relations strategy and our Vibe Club loyalty program that rewards loyal customers.

## THE GROWTH OF BOOST JUICE BARS

Vision and passion were the true driving forces behind the success of Boost however, there was nothing smooth about the journey. It was the many hurdles and obstacles faced that shaped the brand into the Boost you know today. We have always been committed to growth and building a brand that we knew was the best it could be!

There are now over 580 Boost stores across the globe, and with three new brands under the Retail Zoo banner (Salsas Fresh Mex Grill, Betty's Burgers and Cibo Espresso) the current store total is over 660!

Boost is a market leader in its field, and its dedication to innovation across all teams has continued to set the brand apart from competitors time and time again.

## WELLNESS

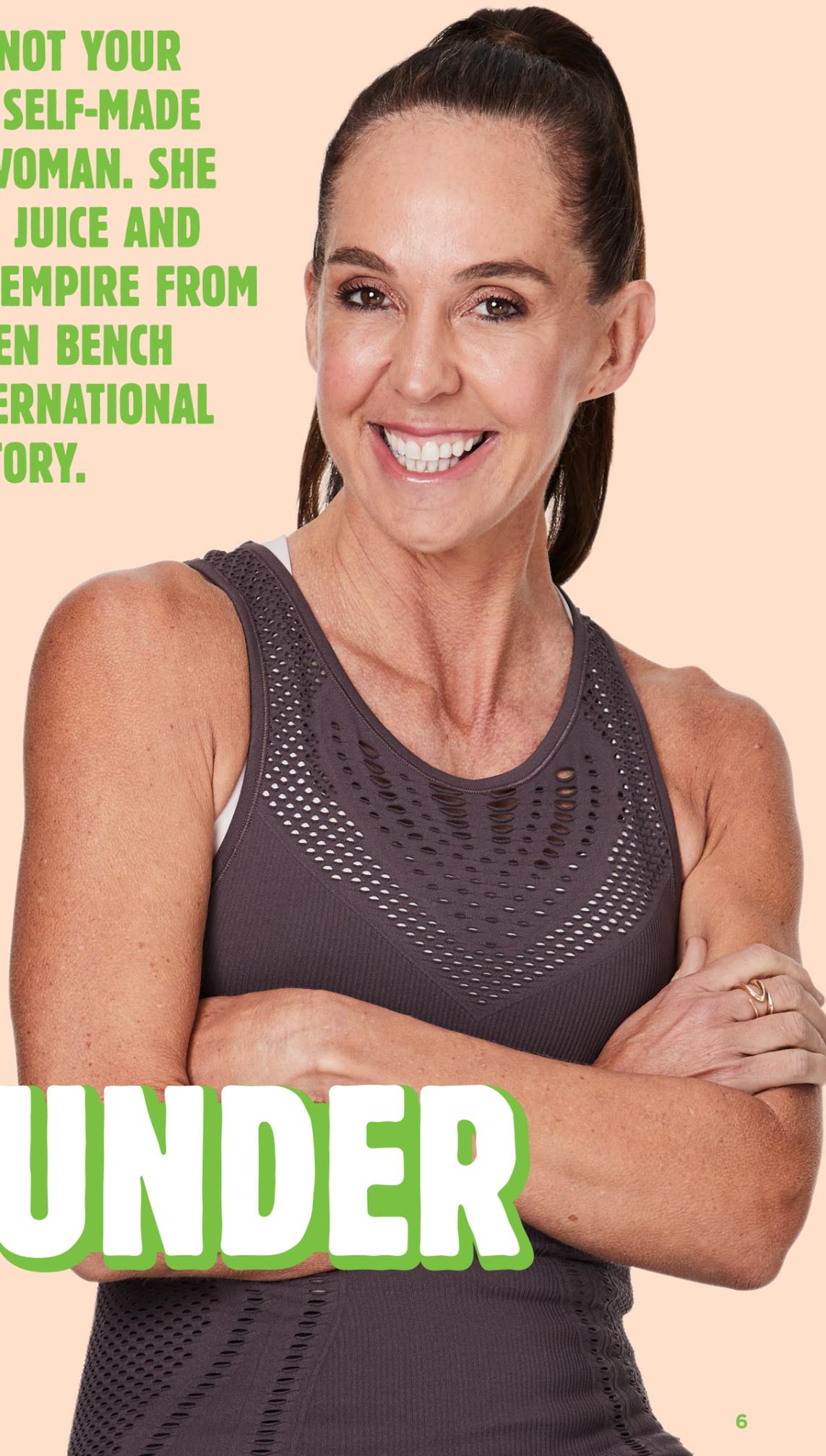
When Boost began, food courts were littered with fast food outlets offering much of the same thing. Our smoothies and juices are diverse and we have something for everyone, from healthy to indulgent options, and all made using real fruit and veg!

But we're not just here to give customers great tasting smoothies and juices, we also want to share our energy, passion and 'love life' ethos that celebrates the perfectly imperfect.



**JANINE IS NOT YOUR EVERYDAY SELF-MADE BUSINESSWOMAN. SHE GREW HER JUICE AND SMOOTHIE EMPIRE FROM HER KITCHEN BENCH TO AN INTERNATIONAL SUCCESS STORY.**

**THE**  
**FOUNDER**



There are now over 550 Boost stores across the globe, and with three new brands under the Retail Zoo banner (Salsas Fresh Mex Grill, Betty's Burgers and Cibo Espresso) the current store total is over 640!

**BUT HER PATH HAS BEEN ANYTHING BUT ORDINARY**

"I've had no formal business training, just a simple common-sense approach to business. I did not know what the traditional path looked like so I made it up along the way" she admits.

For most people, the formula for achieving success in life is to study hard, get good grades, get into a good business school or university and work your way up the ladder... Janine's way was to work 3 jobs so that she could fulfil her dream of travelling the world and let life take her on a journey. This journey took Janine around the world where she took on roles from a nanny in a little village in France to working for rock and movie stars on a yacht in the South of France and the Caribbean.

Janine's business approach has made her a leader in her field, with BRW listing Janine as one of the top 15 people who have changed the way business is done in the last 25 years.

Janine is now sharing her knowledge with others, including through her role as a "Shark" and mentor on Channel Ten's Shark Tank, and as an Honorary Professor with the Macquarie Graduate School of Management.

Her most recent adventure has been as a Champion contestant on Channel Ten's Australian Survivor 2019.

Apart from her Directorship with Retail Zoo, Janine is a Director on the publicly-listed Michael Hill Jewellers, and was the first female director on the board of the Hawthorn Football Club. She is also the Best-selling author of The Accidental Entrepreneur, which is the story of Janine's journey with Boost.

Janine's philosophy is simple – if she can do it, anyone can. "I still love getting up every morning and being a part of this great adventure. I'll keep doing it as long as I love it and who knows where we could end up next!"

**LOVE LIFE**



**Janine Allis**  
Founder - Boost Juice Bars

[janineallis.com.au](http://janineallis.com.au)  [@janineboost](https://twitter.com/janineboost)  [@janine\\_allis](https://www.instagram.com/janine_allis)  [janineallisofficial](https://www.facebook.com/janineallisofficial)

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.



# PRODUCT INNOVATION

**EVER WONDERED WHO COMES UP WITH OUR DELICIOUS TASTING SMOOTHIE COMBINATIONS?**

Every product is reviewed for its nutritional qualities and taste, and we have a variety of healthy and indulgent drinks to suit all everyone's needs!

Boost Australia's product offering caters to a wide variety of customers, and people have the option to customise juice and smoothie blends to meet their dietary requirements (like gluten-free, dairy-free and protein-enriched). With smoothies, crushes, juices and better for you snacks (like our delicious protein balls) on offer across the country, you'll always be able to find something delicious at Boost!

Product development is a very exciting part of Boost. It is where our imagination flies. Putting

together different types of fruits, vegetables, yoghurt, sorbet and many other things to make it taste delicious can be a challenge. We are always looking for new and exciting flavours to create new drinks for you to love us, and have a drink for every mood you might be in! We love to play around with our blenders and all sorts of fruit and vegetables, and although not all the combinations work, we definitely have fun until we get an AMAZING smoothie that's nutritious and delicious.

We're always on the lookout for exciting new ingredients to use to make our smoothies EVEN better. We've recently introduced Plant Protein and Almond Milk (in select stores), and have a heap of exciting new product innovations hitting stores soon!

# SUPERMARKET RANGE

Boost sells a delicious range of fresh bottled juices (Boost in a Bottle) to major Australian supermarkets and convenience stores. Boost frozen smoothie packs are also available at supermarkets, and these products not only taste great, but are also good for you! For further information on our supermarket range, click on Retail Range under the 'Products' section on our website.



# A GUARANTEE TO MAKE YOU SMILE

The truth is, life can be a whirlwind at times - and making time for yourself is often the last thing on your mind. That's where Boost comes in. We want you to be the best version of you, and are confident your Boost experience will always leave you feeling just that little bit better. We're convinced you'll agree, so here's the deal:

if, after two sips, you don't love your Boost, we'll be happy to replace it. And if your favourite item isn't on the menu, or you've got a funkier mix in mind, just shout out and we'll serve it right up. That's our guarantee to you. If we've done something right or something wrong, don't be shy - let us know! It really is the best way we can improve. And on one final note... if you want to know all the facts, figures and allergy advice on our products, you'll find all the info you need on our website.

## LOVE LIFE

  
Janine Allis  
Founder - Boost Juice Bars



# MARKETING & PROMOTIONS

## MARKETING

Boost has led the way with a unique marketing approach which includes above-the-line and below-the-line campaigns. Boost's marketing and promotions strategy continues to set us apart from competitors and copycats time and time again. Methods used include above-the-line advertising such as radio, television and social media platforms, and below-the-line methods like electronic direct mail (eDMs) to our Vibe Club database, an engaging website, a user friendly and engaging smart phone app and a public relations strategy.

## STRATEGIC LOCAL AREA MARKETING

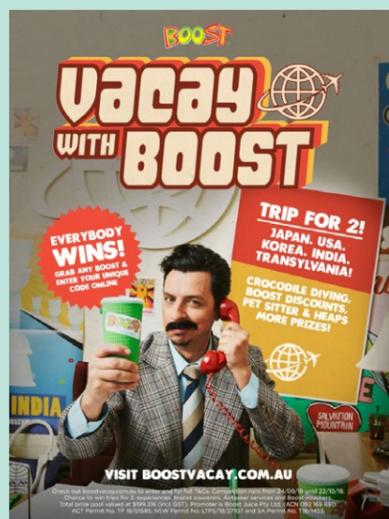
At Boost we have so many fantastic Franchise Partners and we like to encourage them to do their own marketing initiatives. We work with them on exciting campaigns that engage local customers and community. This can include school fundraising, sponsorship of community events, association with sports clubs and gyms, and we love to get Barry Boost out and about. Barry is our lovable big green mascot! Taking Barry out 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.

# MARKETING CAMPAIGNS

**BOOST CONDUCTS A NUMBER OF NATIONAL MARKETING CAMPAIGNS THROUGHOUT THE YEAR.**

Each year a national marketing calendar is developed which outlines each campaign, and these can be in the form of a new product, consumer promotion or partnership!

Each campaign is designed to achieve a particular goal, such as increasing brand awareness, or increasing store sales. We also have a dedicated Strategic Local Area Marketing team that help our awesome partners with local marketing campaigns to engage their communities. Below are some of our favourites.



## BOOST VACAY

Vacay with Boost was a four-week consumer campaign run nationally, that celebrated all things wacky and wonderful! Every customer who purchased a Boost drink had the chance to win trips to the most brow-raising places on earth, unique experiences across Australia, and travel services and gadgets even the most seasoned traveller would love! Prizes on offer include trips for two to Dracula's Castle in Romania, Area 51 and Salvation Mountain in the USA, Love Land in Korea, the infamous Toilet Museum in India and the Robot Restaurant in Japan.

We know our customers love to travel, but we also know they're always looking for something extraordinary. A run of the mill holiday just won't cut it. What better way to engage with our customers than to send them to the wackiest and craziest places on earth!

Whether it's a trip to Dracula's Castle, Crocodile Diving in Darwin or an Airtasker Voucher (pet sitting when you're away, anyone?), we knew our customers were going to love these prizes and create memories they won't forget anytime soon.

## PROTEIN SUPER SMOOTHIES

The Protein Range saw the launch of three all new protein packed smoothies available for all customers needing that extra hit of energy in the colder months. The three new flavours included the Power Plant Protein (a vegan creamy, earthy mix of fruit and plant protein), Choc Muscle Hustle (rich chocolate blended with energising whey protein and coconut) and Yo' Berry Best (a refreshing mix of berries with creamy whey protein and coconut). The launch of these new smoothies coincided with our fearless leader's stint on Survivor – and Janine herself used these very smoothies to prepare herself for life in the jungle!

## FIND THE FRUIT

Find the Fruit was Boost's second gamification app and sequel to the widely successful and record breaking 'Free the Fruit'. Players joined forces with game hero Janine to help her find the fruit 'fruitigives'. When enough of the pesky 'fruitigives' had been found, players were able to trade their fruit in store to receive exciting Boost vouchers. The more fruit captured, the better the bounty available was to collect!

Boost's second venture into gamification was a unique and engaging experience that could be played on iOS and Android phones. Using Pokémon Go style functionality, customers were encouraged to walk around to find disguised fruits on their map to interrogate. Players also had the capability to link the 'Find the Fruit' app to their Boost app to redeem prizes and receive in-game bonuses.

# DIGITAL BITS

## WE KNOW OUR CUSTOMERS ARE SOME OF THE MOST DIGITALLY SAVVY PEOPLE OUT THERE,

so we have a number of digital initiatives to make sure our customer experience is as seamless as ever! The focus of the digital team is much more than just posting and replying on social media, today it's a key omni-channel marketing tool for us. We want to make sure our customers have a fully integrated experience each time they interact with our brand.

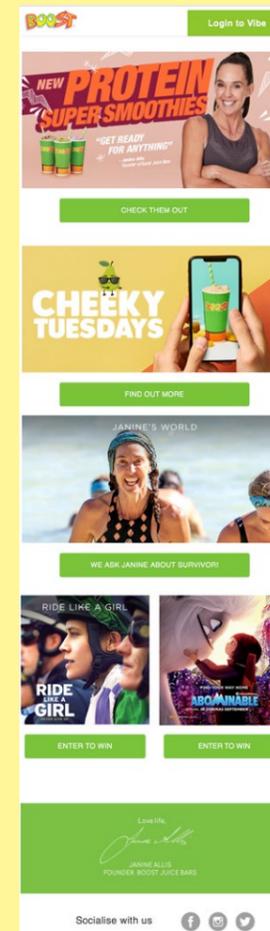
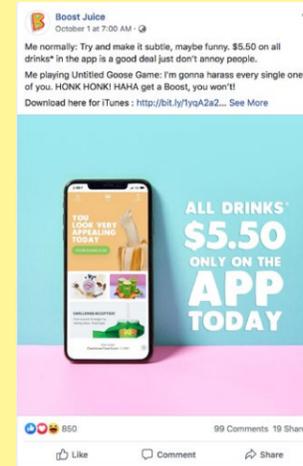
## SOCIAL MEDIA

Social media – no matter how you use it – is now a huge part of everyone's lives, with a range of platforms and users that transcend age, gender and location. In short, everyone's on it and everyone's paying attention. Over the last 5+ years, our social media channels have been a huge part of the way we communicate with customers and is now one of our primary advertising channels for new campaigns, events and general content. We love social media because it allows us to talk to our customers in a way that no other platforms do; giving us the ability to put a cheeky, and most of all human voice and personality to the brand.

While a lot of what we do on social is to keep things light and fun, everything behind the scenes is done with a purpose. Whether it's to let people know about our awesome new smoothies, or to share an experience one of our customers had.

Everything we do is of interest to our 770,000+ Facebook followers and 119,000+ Instagram followers.

Our regular campaigns keep the Boost product fresh, but our audiences' clear favourite is when we use memes and jokes around things that are close to the Boost brand. These are easy for people to relate to, have an opinion on or share with friends and today, these types of posts perform at the industry standard. Whether it's joking about customers' tendencies to stand too close and stare while waiting for their smoothie to be made, or changing "Bananas" to "Curved Yellow Fruit" to meet a word count – they come to our page to laugh, they stay for the smoothies. With a mix of campaigns, great deals, brand content and the conversations we're able to have with customers online, today Boost is recognised as one of the top Australian brands on social media.



## THE VIBE CLUB

The Boost loyalty program, known as the VIBE (Very Important Boost Enthusiast) Club has well over 1.9 million members Australia wide and is increasing daily. As a Vibe member, you'll get a free Boost after buying 10. We'll also shout you a free Boost on your Birthday! VIBE members are entitled to special offers and giveaways via the quarterly Vibe EDM. The VIBE database has become a vital communication tool to our most loyal customers. This is also a great marketing tool for us to contact local VIBE members with exclusive offers and deals!

## BOOST VIBE NEWSLETTER

Each quarter we send a newsletter out to all Australian VIBE Club members so they can keep up with all the latest products, trends in nutrition, and updates from our fearless founder herself, Janine! And because we're all about giving our customers another reason to smile, we search high and low to include competitions with prizes we know they'll love!

## THE BOOST APP

Our Boost App is pretty special to us and we're pretty thrilled to have won a few awards for it. So, what makes it special? Today over 65% of our database is made up of app users who are treated like VIPs every time they enter the store, skipping the queue to collect their customised Boost just one of the sweet perks. Exclusive app only offers like 'Cheeky Tuesdays' and 'Challenges' are among a few other features that our cardless customers can benefit from.

The app also features our 5-star rating system, where customers can share feedback about their Boost experience in real time. These insights are fed straight back to Boost HQ and the stores, which highlights any potential issues and lets us make any improvements pretty quickly!



# CUSTOMER SERVICE

At Boost we think we're the friendliest bunch going around, but we also know that sometimes things can go wrong. Which is why we have made it super easy for customers to get in touch via their preferred platform, from social media to email or the odd piece of mail sent in.

Every piece of feedback is reviewed by our team who are committed to responding in 48 hours. It's a level of service our customers have come to expect and ensures we can quickly address issues that might come up!

We don't believe customer service is just a department, it's a valuable business tool that we use to understand what we are doing right and where we need to improve to make the customer experience just that little bit better.

# FRANCHISING

WITH OVER 339 FRANCHISED STORES IN AUSTRALIA AND 247 STORES INTERNATIONALLY, BOOST IS ONE OF THE MOST EXCITING FRANCHISE OPPORTUNITIES OUT THERE!



## I'VE GOT 99 QUESTIONS AND FRANCHISING IS ONE

Our friendly Franchising team is only a phone call away and happy to assist candidates with any questions they may have as they complete their franchise recruitment journey with Boost.

We've included a few of our most popular franchising FAQ's below, and the answers and additional questions can be viewed via the franchising section of the Boost website.

**What new or existing opportunities are available?**

**How much is the initial investment cost and what does the price include?**

**How much money will the bank lend me?**

**What are the on-going royalty and marketing payments?**

**What franchise partner support is provided?**

**What is the lease and franchise agreement terms?**

## EXCITING FRANCHISE MODELS

Here at Boost, we aren't afraid of being unique, standing out and having fun, and doing retail a little differently. We have a number of different Boost store formats, including kiosks, drive thru, in line on High Streets and our awesome Boosts mobeels!

We also offer franchise opportunities in regional locations, airports and train stations, and we're looking forward to expanding this list in the near future!

Our franchising team are excited to build on these numbers and are looking for passionate candidates who think they would be a great fit for the Boost family. All new opportunities and existing stores available for purchase are advertised on the Boost website.

To find out more about franchising with Boost Juice, please visit: [boostjuice.com.au/franchising](https://boostjuice.com.au/franchising)

Over the past 20 years, Boost has built an impressive network of franchise partners who all share the same 'Love Life' philosophy that we do. Passionate about health, wellbeing and delicious tasting food and beverages, our franchise partners know being a Boostie is more than just running a business; it's an opportunity to be part of an established, supportive international business community and the number one Juice and Smoothie brand in Australia.

## FINDING THE RIGHT PARTNERS

The success of the Boost brand is underpinned by the quality of franchise partners it selects, and market demand from prospective Boost franchise partners remains impressively high. Our franchising team are always scouting for candidates that have a hunger for success, live and breathe Boost's 'love-life' philosophy and have an unmatched enthusiasm for business. Boost currently has 339 franchised stores in Australia, and these Partners are integral to the continued success of the brand.

To assist in finding candidates who are the right fit for our business, our franchising team have implemented the recruitment process below. Once approved, our partners are supported by dedicated and experienced teams across product development, supply chain, marketing, IT and digital, and proven back end systems and processes to help them successfully realise their business goals.

1. QUICK EXPRESSION OF INTEREST FORM (ONLINE).
2. COMPLETE FULL APPLICATION BOOST APPLICANTS TO PAY DEPOSIT (\$2,200)
3. TELEPHONE INTERVIEW
4. CONFIDENTIALITY AGREEMENT AND DEED OF UNDERTAKING
5. NETWORK SALES FIGURES AND OPERATIONAL QUESTIONNAIRE
6. FACE-TO-FACE INTERVIEW
7. FRANCHISE KIT
8. EXPERIENCE DAY
9. FINANCIAL DIAGNOSTIC AND COMPANY KIT
10. DUE DILIGENCE UPDATE
11. REFERENCE CHECKS
12. FINAL PANEL INTERVIEW
13. POST-APPLICATION PROCESS
14. FRANCHISE DOCUMENTS
15. TRAINING (3 WEEKS)





# OPERATIONS TEAM

## OPERATIONS TEAM

At Boost we pride ourselves on the support we give our franchise partners. The term 'Partner' is an intentional term that is ingrained in our business to represent the relationship that we want and do have with our awesome franchisees.

When a Boost partner joins our network, they are provided with significant resources and training to make sure they are set up for success. Our franchise partners have access to formal in-person support from our dedicated team of Franchise Business Consultants, who meet them the franchise partners regularly to ensure their stores are meeting operational standards, compliant, assist with store operations, ideas and training, staff and team support and to help the teams drive sales.



# HR TEAM

## AS AN 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 - ensuring our team are paid on time, and making sure we are paying in line with the correct award.
- Organisational Development - practice of changing people and the organisation for growth.
- Performance Management - 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 - Strengthening the employer/employee relationship through measuring job satisfaction, employee engagement and resolving workplace conflict.

## HR HOTLINE

This is a dedicated hotline available to the entire Boost network within Australia. Our experts can answer any questions about employment, discuss unwanted or uninvited behaviours and provide confidential advice support and guidance. The HR Hotline can be contacted via email, telephone or our Boost intranet.

The Boost HR team is an efficiently run department that provides our organisation with structure, and the ability to meet business needs through managing our company's most valuable resources - its employees.

Retail jobs are a demanding and everchanging environment. It is important for our customers to receive the best service and a great product each and every time, this fast-paced environment requires our HR team to be on their toes and ready for anything.



# INTERNATIONAL

**WITH OVER 580 STORES OPERATING WORLDWIDE, BOOST IS ONE OF THE LARGEST AND FASTEST GROWING JUICE & SMOOTHIE BRANDS IN THE SOUTHERN HEMISPHERE.**

Commencing international operations in 2004, Boost International is a very exciting part of the Boost business and we receive a significant number of international enquiries every day!

With Master Franchise Agreements in 12 regions, we currently have 247 international stores across Malaysia, Singapore, Brunei., Saudi Arabia, Vietnam, United Kingdom, Estonia, Latvia, Chile, New Zealand Thailand and Indonesia.

Boost International also embodies the 'Love Life' philosophy, and sets itself apart from its competitors by a focus on taste-led, delicious products and fantastic customer service. Our Boost International stores offer juices, smoothies, crushes and snack, and these can be tailored to suit local preferences and tastes (like the mouth-watering 'Watermelon Lychee Crush' in Malaysia and Singapore!)

We work with our International 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.



# STORE DESIGN AND DEVELOPMENT

**BOOST IS A GLOBAL BRAND LEADER IN DESIGN AND MARKETING. AND WE PRIDE OURSELVES ON SETTING A BENCHMARK MANY OTHER RETAILERS STRIVE TO REACH.**

We are flexible in our store design to meet the needs of the area, the shopping centre, and the customer, while still leveraging our Boost brand and "Love Life" philosophy.

Everything about a Boost store is designed with purpose and intent. Boost stores are bold, colourful and create a strong, lasting brand impression.

We want our stores to stand out from the crowd through high quality finishes and the latest innovations in technology, fixtures and fittings. We use vibrant menu board displays and of course the famous Boost graphics.

All stores are designed to maximise the space available and create a productive and comfortable work environment for our staff. We want each store to be instantly recognisable, and we are passionate about giving our customers the best in-store experience possible!



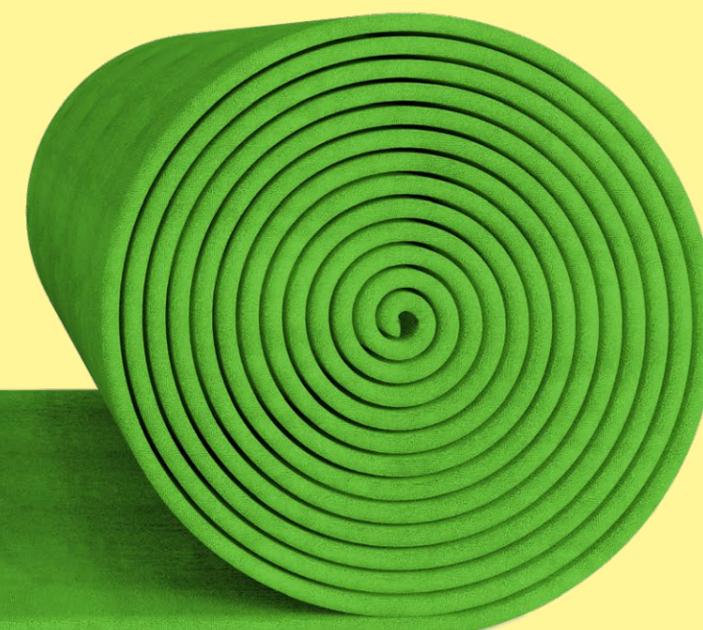
# AWARDS

- 2019 QSR MEDIA AWARDS**  
Boost Juice - Winner Best Digital Initiative - Boost Vacay Campaign
- 2019 IT NEWS AWARDS**  
Boost Juice - Winner Benchmark Consumer Award - 5 Star
- 2018 FCA AWARDS**  
Boost Juice - Winner Excellence in International Franchising
- 2018 FCA Awards**  
Boost Juice - Winner Franchise Innovation
- 2018 FCA Awards**  
Boost Juice - Finalist Excellence in Marketing
- 2017 LinkedIn**  
Janine Allis - Named as a LinkedIn Influencer
- 2017 Inside Retail**  
Boost Juice - Winner Innovation Initiative of the Year Award
- 2017 Inside Retail**  
Boost Juice - Runner-Up Online Customer Experience of the Year
- 2017 QSR Media Awards**  
Boost Juice - Winner Media Special Recognition of the Year Award
- 2016 National Retail Award**  
Boost Juice - Winner Innovation Excellence Awards
- 2016 QSR Media Awards**  
Boost Juice - Winner Best Loyalty Program
- 2016 CSIA**  
Boost Juice - Australian Service Excellence Award Friendly Award in Fast Food Category

- 2016 NRA Awards**  
Boost Juice - Innovation Excellence Award - Free the Fruit
- 2016 NRA Awards**  
Scott Meneilly  
CEO of the Year Award
- 2016 FCA Awards**  
Boost Juice - Franchise Innovation Award - Free the Fruit
- 2016 World App Design**  
Boost Juice - GOLD for Best Mobile Marketing Strategy
- 2015 Franchise Hall of Fame Inductee**  
Boost Juice - MYOB FCA Excellence in Franchising Awards
- 2015 Franchise Council of Australia**  
Winner Multi-Unit Franchisee of the year: WA/NT  
Andrew Stribling and Colin Webster
- 2015 QSR Media Awards**  
Boost Juice - Winner Best Loyalty Program
- 2015 QSR Media Awards**  
Boost Juice - Winner Best Digital Initiative
- 2015 InStyle and Audi Women of Style Awards**  
Janine Allis - Winner Business Award
- 2015 Franchise Council of Australia**  
Boost Sunnybank and Toombul - Winner National Franchisee of the Year Award
- 2015 MYOB FCA Excellence in Franchising Awards**  
Boost Juice - Franchisee Hall of Fame Inductee

- 2015 MYOB FCA Excellence in Franchising Awards**  
Boost Juice International - Excellence in International Franchising
- 2015 MYOB FCA Excellence in Franchising Awards**  
Boost Juice - Australian Established Franchisor of the Year
- 2015 Morayfield Retail Awards**  
Boost Juice - Finalist
- 2015 The Australian Business Awards**  
Janine Allis - Excellence in Women's Leadership Victoria
- 2015 Key International Honour Society**  
Janine Allis - Honorary Member
- 2015 YouGov Index 2015**  
Boost Juice - Silver Winner Best Buzz - QSR Category
- 2013 Franchise Council of Australia**  
Boost Juice - Winner Multi Unit Franchisees of the Year
- 2013 NRA Awards**  
Boost Juice - Finalist NRA Young Retailer of the Year
- 2012 Export Council of Australia**  
Janine Allis - Winner Australian Export Heroes Award
- 2012 CEO Magazine**  
Scott Meneilly - Winner Retailer of the Year
- 2012 I Love Food Awards**  
Boost Juice - Winner I Love Food Award
- 2011 BRW**  
Janine Allis - Finalist Fast 100
- 2010 Franchise Council of Australia**  
Boost Juice - Winner International Franchise Award
- 2008 National Retailers Association Awards**  
Boost Juice - Winner Training / HR Initiative Award
- 2008 National Retailers Association Awards**  
Boost Juice - Finalist Westfield Best Food Retailer
- 2008 National Retailers Association Awards**  
Boost Juice - Winner Individual Achievement Award
- 2007 National Retailers Association Awards**  
Boost Juice - Winner Bank of Queensland Franchise Award
- 2007 National Retailers Association Awards**  
Boost Juice - Supreme Rewards

- 2006 Government of Victoria**  
Boost Juice - Export Awards - Commendation
- 2006 National Retailers Association Awards**  
Boost Juice - Finalist Best Franchise
- 2006 Dolly Magazine**  
Boost Juice - Winner Favourite Youth 5 Minute Feed
- 2005 Price Waterhouse Coopers**  
Boost Juice - Franchisor of the Year Award: Victoria
- 2005 Price Waterhouse Coopers**  
Janine Allis - Woman of the Year in Franchising: Victoria
- 2005 Price Waterhouse Coopers**  
Janine Allis - Finalist Woman in Franchising
- 2005 AMEX**  
Boost Juice - Franchisor of the Year
- 2005 International Woman's Verve Cliquot Awards**  
Janine Allis - Finalist
- 2004 BRW**  
Boost Juice - Winner Fastest Growing Franchisee
- 2004 Westpac**  
Boost Juice - National Winner Group Business Owner Award National
- 2004 Westpac**  
Boost Juice - Victorian Winner Group Business Owner Award National
- 2004 Telstra**  
Janine Allis - Winner Australian Business Woman of the Year
- 2004 Telstra**  
Janine Allis - Winner Victorian Business Woman of the Year
- 2004 My Business Readers**  
Janine Allis - Winner My Business Readers Choice Award
- 2004 Lend Lease**  
Boost Juice - Finalist Retailer of the Year Award



# FAQs

## Q: Which industry do you see yourself operating in?

Boost operates in the Juice/Smoothie Bar category of the Casual Food and Beverage segment, which is one of the fastest growing categories in the industry. We are all about offering better for you, delicious snacks so you can really get the most out of life!

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

### THE BRAND

We pride ourselves on a brand and culture that has been built on positive attitudes. Janine Allis believes that, 'once you've put the right people in place, everything is easy'. We carefully screen employees and potential franchise partners for personalities that will not only suit, but thrive in the Boost culture. Our brand is all about the customer experience, and a great product served by friendly, efficient people in a positive and energetic environment.

### CUSTOMER EXPERIENCE

Our training and culture have really put us ahead of the pack in this area. Our aim is to create an in-store experience that gives our customers a reason to smile.

### THE PRODUCT

At Boost we use real fruit or veg in every drink, and have a range of delicious smoothies that will suit every taste! From healthy to indulgent, you will always be able to find something that hits the spot at Boost. For more information on all of our products please see the menu section on our website.

### FEEDBACK

One of our competitive advantages is that we love learning from our customers and their experiences, so we can continue to improve and provide the best possible customer experience. We have a 2-sip guarantee, and we encourage customers to contact us if they have any feedback. Their feedback is always forwarded to the relevant team within the Boost Support network to ensure appropriate follow up is taken.

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

The target demographic for Boost is both males and females between 15-35 years old, however we have customers ranging from 4 years old to 80+ years – healthy and delicious tasting drinks are really for everyone!

## Q: What would you consider were some of the main factors that have contributed to Boost's business success in Australia?

The success of any business doesn't just happen overnight. When Boost began in 2000 it was an exciting privilege to bring something fresh, new and healthy to the table. We are now one of the biggest juice and smoothie brands in the world, and our success lies in our ability to attract and retail high quality, passionate franchise partners, and a continued push for innovation across all of our departments.

## Q: What is our stance on environmental issues?

We know how important looking after our environment is, and we have a number of initiatives in place to help drive sustainable practices in our stores. We have recently introduced paper straws in every store, so people now have the choice in straw they would like to use. We sell Boost reusable cups and straws, and even offer a discount on your drink when you bring one in! Our teams also encourage you to bring your own cup, straw or gadgets in to enjoy your next Boost hit (you'll get a discount with your own cup too!)

We are committed to achieving sustainable packaging practices, and are signatories of the Australian Packaging Covenant.

## Q: What measures do we take for quality assurance strategies?

Quality assurance reviews are conducted in every Boost store, and intruder programs are great initiatives that our operations team use to uphold Boost standards and consistency across the network. From our suppliers through to our in-store teams, all stakeholders must adhere to our compliance policies.

# RETAIL



Every business has to grow and we knew in the Australian market that we needed more than one brand. We looked for a business and category that was growing and fit with our values and quality. Salsas Fresh Mex was a perfect fit. At Salsas, you may get your food quickly, but we take a lot of time behind the scenes to prepare your food. The team starts early every morning - chopping fresh vegetables and coriander, cooking rice & corn chips to perfection, mashing ripe avocados and taste testing the fresh guacamole. We're all about creating wholesome, fresh food without taking any short cuts.

For that reason, your meal is only made when you order it... even our irresistible Mexicrinkles!

Our signature mouth-watering recipes delight the senses and are full of authentic Mexican flavours that will keep you coming back for more. For more information visit [www.salsas.com.au](http://www.salsas.com.au). Salsas is high quality, great tasting Mexican food. In 2007 we purchased the business, which at the time had nine stores. We now have over 40 stores in Australia.



The pillars of the CIBO experience came from our four founders:

**An Italian chef** – for epicurean culinary adventure

**An artisan pasticciere** – for light and luscious pastries

**A restaurant manager** – to deliver an artful ambience, and

**One handsome barista** – to serve perfectly extracted coffee while you sit back and soak in the charming atmosphere.

So, together, these four elements have fused to bring you an authentic Italian experience, right here in Australia.

What is life – unless it is shared with friends?

And over great coffee in a charming place! This is the best way to seal friendship and grow in substance. You must only step into any CIBO Espresso, sit up at the bar or a table and enjoy the ambience of a truly authentic Italian café to experience this. Our unique Italian style blend is crafted from 100% premium Arabica beans grown on sustainable Rainforest Alliance farms and is exclusive to CIBO Espresso.

Betty's Burgers & Concrete Co. was established in Noosa in 2014. We are a classic 1950's inspired Australian burger shack.



Our team at Betty's is dedicated to serving the freshest, juiciest and most mouth-watering burgers around. We source the best possible products and never take short cuts. Each burger is made fresh to order following Betty's special recipes, and it's for this reason, our burgers have become so popular. Betty's signature Concrete, has also become a guest favourite, it's made from dense chocolate or vanilla frozen custard ice-cream, combined with a variety of decadent mix-ins.

Betty's continues to grow in popularity due to our commitment to delivering quality product and exceptional service. There are currently 22 (and counting!) Betty's continues to grow in popularity due to our commitment to delivering quality product and exceptional service. There are currently 35 (and counting!) Betty's Burger & Concrete Co. restaurants across Queensland, New South Wales, South Australia and Victoria.

