



# STUDY GUIDE.

**SQUEEZE  
MORE  
OUT OF  
LIFE!**



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# WHAT WE'RE ABOUT.



JUICY, SWEET, AND  
A HELLUVA TIME  
BLENDED AND SERVED  
IN A GREEN CUP.

Chill vibes and even colder smoothies. From our franchise partners and Support Centre crew to our Boosties, everybody lives loves laughs embodies our 'love life' mood for an experience that bounces beyond the slurp.



# THE BOOST JOURNEY TIMELINE

## BABY BOOST YEAR 2000

Picture this: It's the year 2000, Say My Name has topped the charts, and the only hipsters we knew of were denim. Janine Allis was on the hunt for a healthy takeaway option, and instead found a gap in the Australian market for exactly that. After raising the funds, she focused on also raising the fun, fruit, and veggie offering to launch a brand zinging with passion.

## RETAIL IMAGINED YEAR 2002

What the juice bar? Boost's delicious combination of bubbly staff, vibey music, and colourful kiosks made for a concept that well and truly took off. Pair this with energetic marketing, strategic partnerships, and a loyalty program that can only be described as a VIBE, and it's no surprise that this was a recipe for success.

## PASSPORT: ACTIVATED YEAR 2004

"Quit gatekeeping" they said, "lol fine" we replied. In 2004 we expanded our footprint to open over 230 stores outside of Australia, continuing to set the standard for innovation, service, and yum times, so much so that Boost comfortably held the lead in its field.

## SOS BY RIHANNA WAS RELEASED YEAR 2006

Significant.





# THE FOUNDER



NOT YOUR EVERYDAY, RUN OF THE (TREAD)MILL, SELF-MADE BUSINESSWOMAN. JANINE GREW HER JUICY EMPIRE FROM THE KITCHEN BENCH TO AN INTERNATIONAL SUCCESS STORY.

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 whole crew comes to over 640 stores total (and counting).

BUT HER PATH HAS BEEN ANYTHING BUT ORDINARY.

"I've had zero formal business training, just common-sense. I didn't know what a traditional path looked like so I made it up along the way" Janine admits.

For some, it's business school for biz stuff. For Janine, her experience travelling the world, working in different industries, and meeting like-minded people shaped the way she would run her business. And it paid off in heaps of mangos and buckets of accolades, with BRW listing Janine as one of the 15 people who changed the way business is done in the last 25 years.

Sharing what she knows as an Honorary Professor at the Macquarie Graduate School of Management, Janine is also a Shark on Channel Ten's Shark Tank, investing in new biz and start-ups. Director of Retail Zoo, Michael Hill Jewellers, and the first female Director on the board of the Hawthorn Football Club, she's also a best-selling author. Swoon.

## LOVE LIFE



**Janine Allis**  
Founder - Boost Juice Bars

janineallis.com.au  @janineboost  @janine\_allis  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

WHAT DO FROZEN COCONUT CREAM, DRAGON FRUIT, AND SPIRULINA HAVE IN COMMON? THE BUZZIN', BONKERS BRAINS BEHIND OUR NEW RECIPES.

Integral to keeping our customers on their toes, we're committed to tapping into the latest food trends, starting some, and blitzing them up into sippable moments in time. Whether palettes are calling for less dairy, low-gluten, or lychees, we're on top of it. We harness and hero ingredients that are most loved, but we also highlight seasonal themes, topical and tropicals, and lickable colour themes for bursting mouthfuls.



# BOOST IN A BOTTLE

When you can't find a kiosk but you can find a supermarket, our juicy retail range gives you a Boost when you've got a craving. Only the top flavours are allowed and new blends are entering the chat frequently.

This goes for our frequent flyers too: Virgin Australia now serves more than just a ham and cheese sandwich as part of their in-flight menu. Taking two of our favourite sips to the skies, expect flavour that packs more punch than the overhead compartment can carry, served with an extra bright attitude.





# MARKETING & PROMOTIONS

## MARKETING.

Above-the-line, below-the-line, through-the-line, as long as everyone's in line to order their next Boost, we're doing good. Our campaigns, marketing and promotion strategy see us do things a little differently to the shop next door. We've been known to advertise on radio, television and social media platforms, as well as sliding into our subscribers' email inboxes and onto their phone screens through our website, the Boost App, and our VIBE Rewards loyalty program. To get even more mouths talking about Boost, we've got a dedicated PR strategy and work with the internet's finest influential peeps.

## STRATEGIC LOCAL AREA MARKETING.

Keeping our franchise partners close and their communities even closer, we're all for fresh marketing initiatives that engage the locals. Our partners are encouraged to think outside the box, and together, we work on exciting campaigns that hit close to home. This can include school fundraising, sponsorship of community events, and associations with sports clubs and gyms — you do you, boo.







# MARKETING CAMPAIGNS

We don't do anything just 'cause, and this includes our marketing campaigns. Developed and executed to achieve specific goals, like increasing brand awareness or store sales, our National Marketing team are the feet on the ground to bring the juice. Campaigns, that is.

## PRODUCT CAMPAIGNS.

Our bread and butter (or banana and mango). Hijacking trends in the market, entering the chat with our customers, or heroing flavour profiles that resonate — these campaigns are all about giving our products that main character energy.

## CONSUMER PROMOTIONS.

Not everything is about juice and smoothies (it is). Sometimes we like to just celebrate our customers and give them even more reasons to come to the party. Competitions, giveaways, loyalty rewards — all that.

## PARTNERSHIPS.

Particularly popular with the kids, we'll pair up with other iconic brands and smooth it with ours to create a splash that leverages both audience sets. Think: Bluey and Boostie.





# DIGITAL BITS

CYBER SAVVY, TECHNOLOGICALLY PRIVY, AND CERTIFIABLY INCREDIBLE IN EVERY WAY — OUR DIGITAL PRESENCE IS 'UGE (AND INTENTIONALLY SO).

It's much more than just posting memes to Instagram, it's the blend of our popular app, layered loyalty program, and social media presence that puts the Boost brand ahead of the Boomers.

## SOCIAL MEDIA

Our target audience is on social media. Duh. And we strategically and creatively use these channels to showcase our brand personality, engage with our customers, run competitions, and keep everyone in the loop on new juicy bits.

Instagram 120K followers, Facebook 770K followers, Tiktok - emerging following.

## VIBE REWARDS PROGRAM

The Very Important Boost Enthusiast club has more than 1.9 million members Australia-wide (imagine how we'll celebrate when it hits 2M OMG). Why and how? Members get a free Boost after buying ten, they get one on their birthday, and they're served up juicy offers & exclusive discounts.

## THE BOOST APP

Our app is market-leading in the food and drinks category, for real. It allows customers to order ahead through e-commerce technology, as well as being a vehicle for our VIBE Rewards loyalty program. But really, it allows us to get personal when it comes to marketing what our customers want what they really really want.





# CUSTOMER SERVICE

We think we're the sweetest, ripest bunch on the vine, and we work hard to project this from the inside out. But we're always hungry for feedback, and we review every piece that is sent in via DMs, emails, carrier pigeons, or IRL mail

(and our customer relations address is: [boost@boostjuice.com.au](mailto:boost@boostjuice.com.au)). This allows us to check ourselves frequently and diligently, making the necessary improvements to ensure our customer experience is nothing short of bonza.





# FRANCHISING

**HUMBLE BRAG: THERE ARE NOW OVER 320 AUSTRALIAN FRANCHISEES AND 243 INTERNATIONAL STORES IN OPERATION, MAKING BOOST ONE OF THE MOST EXCITING AND JUICY FRANCHISES IN THE WORLD.**

For over 20 years Boost has built an impressive network of franchise partners who all subscribe to our 'Love Life' vibe. You gotta be passionate about passionfruit, nuts about coconut, and revel in the delight of providing cups of sunshine to the community.

It's an opportunity to be part of Australia's number-one juice and smoothie brand.

## FINDING THE RIGHT PARTNERS

Boost's success relies on the quality of our (fruits and) franchise partners, so our team are always scouting for candidates that show a hunger for success, rep our philosophy, and are positively enthused to run a business and represent the brand.

## EXCITING FRANCHISE MODELS

We don't subscribe to regular ways of doing retail, so we don't expect you to, either. We have a bunch of different store formats to play with, like kiosks, drive-thru, and Boost on wheels. Don't think of us as only metropolitan either, we're popular in regional locations, airports, and train stations.



## RECRUITMENT

Here's our recruitment process. Once approved, our partners are supported by our entire squad across product development, supply chain, marketing, IT, and digital to ensure your business goals are sweet as.

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

Got questions? We'd be surprised if you didn't, TBH. We've outlined FAQs and the answers on the franchising section of our website. You can also find a list of franchising opportunities and existing stores available for purchase here, too.





# OPERATIONS TEAM

Our franchisees are our partners because we support them every step of the way (and tip our cowboy hats at each other often). We provide all the resources and training they could need, with access to formal in-person support from our Franchise Business Consultants. This team meets with our partners regularly to ensure their stores are running smoothly, operating by the Boost book, spark ideas to drive sales, and help with staff training.

# HR TEAM

The Boost HR team is actually Hella Remarkable at managing our company's most valuable resources — its employees. They're responsible for development, support, and recruitment, making sure that we're always attracting — and getting the most out of our Boosties.

## 1800HR

We're not just talk (but we do love a chat). Our dedicated hotline is available to the entire Boost network within Australia, providing expert assistance to any queries about employment, unwanted behaviours, and confidential advice via email, phone, or the Boost intranet.





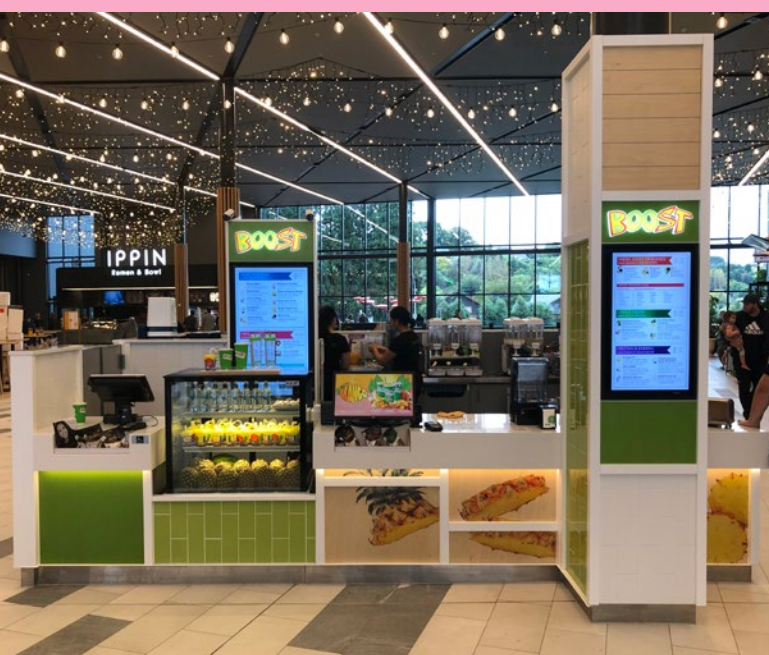
# INTERNATIONAL

OVER 650 STORES WORLDWIDE  
MAKES BOOST ONE OF THE  
LARGEST AND FASTEST (AND  
HOTTEST) GROWING JUICE  
+ SMOOTHIE BRANDS IN THE  
SOUTHERN HEMISPHERE.

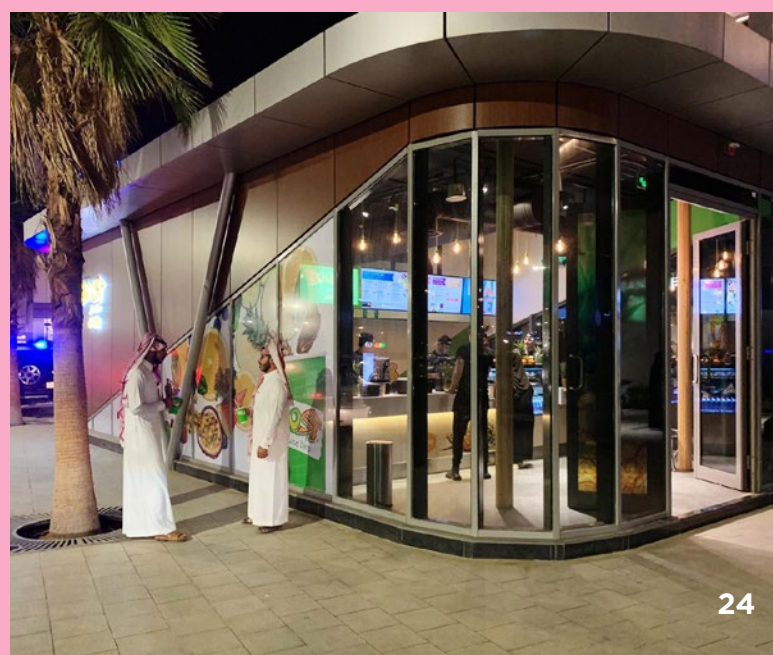
Setting up shop outside of Australia began in 2004, and now Boost International is a force to be reckoned with. We have master franchise agreements in 16 countries and over 650 stores worldwide including stores across Malaysia, Singapore, Brunei,

Bangladesh, Saudi Arabia, Vietnam, United Kingdom, Estonia, South Africa, Chile, New Zealand, Indonesia, Malta, UAE and Cambodia.

## NEW ZEALAND



## SAUDI ARABIA







# STORE DESIGN AND DEVELOPMENT

WE'VE NEVER MET A STORE WE DIDN'T LIKE. BRIGHT, COLOURFUL, AND BURSTING WITH VIBE, THE BOOST BRAND HAS ALWAYS BEEN A STANDOUT IN THE MARKET IN DESIGN AND MARKETING.

Flexibly meeting the needs of any location whilst promoting our 'Love Life' philosophy, every detail has been thought out down to the straw. This includes innovative technology, modern fixtures and fittings, and vibrant menu displays for explicitly recognisable stores.





# AWARDS

**2022 GLOBAL FRANCHISE AWARDS**  
Boost Juice - Category Winner Global Franchise Champion

**2022 GLOBAL FRANCHISE AWARDS**  
Boost Juice - Category Winner Best Food & Drink Franchise

**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 does Boost operate in?**

**A. The Juice and Smoothie Bar category from the Casual Food and Beverage segment. It's one of the fastest-growing categories in the industry, BTW.**

**Q. How do you differentiate yourselves?**

**A. We're a brand built on positivity. As Janine puts it; "Once you put the right people in place, everything is easy", and ain't that the truth? We carefully select the right personalities that will thrive at Boost, and in turn, deliver the best experience to our customers.**

**B. As for the drinks, we just bloody love juice and smoothies lol. Whether it's tropical and berry or vegan and indulgent, we pride ourselves on making the yummiest, most sippable drinks going around.**

**Q. Who's your target audience?**

**A. Everyone between the ages of 15-35 years old. But honestly, our customers actually range between 4 years old to over 80.**

**Q. What are some factors to Boost's business success in AUS?**

**A. Launching in 2000, slinging fresh and juicy options to a market that hadn't seen anything like it was where we took off. But it's the continuous innovation and quality, passionate franchise partners that keep us ahead of the rest.**

**Q. What is your stance on environmental issues?**

**A. We're dedicated to reducing our impact on Mother Earth. This is why we have a number of initiatives in place to drive sustainable practices in our stores. Every store now offers reusable cups and straws to purchase, and encourages your own cup to be brought in to save using one of ours. We're committed to achieving sustainable packaging practices, and are signatories of the Australian Packaging Covenant.**

**Q. And what measures do you take for quality assurance strategies?**

**A. Reviews are conducted in every Boost store, and 'intruder programs' (sounds creepy but isn't) are great initiatives that our operations team use to uphold standards, consistency, and overall positive vibes — from our suppliers through to our teams in-store.**



## RETAIL ZOO



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 19 (and counting!) Betty's Burger & Concrete Co. restaurants across Queensland, New South Wales, South Australia and Victoria.





ALL CONTENT IS CURRENT AS AT 23/2/2023