



**BOOST**

**B.I.G.**

**Boost  
Information  
Guide**

**SQUEEZE  
MORE OUT  
OF LIFE**



**WHAT'S  
INSIDE...**



What We're About .....	3	
The Boost Journey .....	4 & 5	
The Founder .....	6	
The Big Wigs .....	7	
Product Innovation .....	8	
Comp Products (think of new name) .....	9	
Get Some Good in You .....	10	
It's What's Inside That Counts .....	11	
A Guarantee to Make You Smile .....	12	Operation Boost .....
Marketing and Promotions .....	13	Boost International .....
Major National Campaigns .....	14 & 15	HR .....
Minor Local Campaigns .....	16 & 17	Store Design and Development ...
Digital Bits .....	18	Awards .....
Social Speak .....	19	Retail Zoo .....
Franchising .....	20 & 21	FAQs .....
		22
		23 & 24
		25
		26 & 27
		28
		29
		30

# WHAT WE'RE ABOUT



## VISION

To be the largest and most loved smoothie and juice bar in the world.

## MISSION

If there is a better way to do it, we'll find it. From training staff and franchises at Boost HQ to developing new and innovative products. Our aim is to create an experience that leaves our customer smiling and feeling just that little bit better.

## BELIEF

We love life. We love fruit. We love vegetables... we're slightly obsessed. It's the perfectly imperfect balance that is our driving force.

# 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 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. The idea was simple: make healthy living both tasty and fun and embodied her 'love life' philosophy.

By using real fruit and vegetables, along with Janine's passion to create a brand that was unlike anything else in the market, the concept of Boost Juice began to take shape. The doors of the first store opened in 2000 in Adelaide and today we are blending in more than 500 locations globally.



## 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 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 unique tactical campaigns, the customer relations strategy whereby every customer email is responded to personally within 24 hours, and the Vibe Club loyalty program that rewards loyal customers.

## THE GROWTH OF BOOST JUICE BARS

It was vision and passion that were the true driving forces for the success of Boost Juice to be what it is today, however, there was nothing smooth about the journey. It was the many hurdles and obstacles faced that shaped and refined us into the Boost you now know. We had no choice other than to grow and be

committed to being the best we could be. From a stronger stance we were then able to expand our wings internationally in 2004. This also encompassed acquiring the then existing competitor at the time whilst opening, on average, almost one store every week! 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.

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 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 using real fruit and veg that we blend or juice. If we can help people eat more fruit and veg by making them taste great, that's fantastic. 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.



# THE FOUNDER

Janine has provided inspiration for the 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, trialed a number of businesses including publicising and touring comedians, but nothing truly got the business juices flowing. That was until they noticed there was a lack of truly healthy fast food in the market place. Janine did extensive research 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.

*Continues...*



Today, Janine is the Executive Director of Retail Zoo, a multi-brand food retail business platform. Boost Juice are now in 14 countries and with Salsas Fresh Mex and CIBO Espresso, The Retail Zoo empire totals over 500 stores. She is a perpetual student, continues to soak up ideas and constantly surrounds herself with amazing business-minded people.

Janine's leadership style is natural, warm, giving and inspiring, with people extremely motivated by her to achieve amazing results. She 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 complement 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".

Aside from her directorship of Retail Zoo, Janine is also a Director of 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 her Boost Juice journey. She is an Honorary Professor with the Macquarie Graduate School of Management and is often keynote speaker and panelist on the topics of business, entrepreneurialism and mindset.

Janine now appears as a shark on the successful channel 10 show, Shark Tank, which is now in its third season. "I love seeing new businesses come into the tank. Each one teaches me something new about another industry. Each day I am inspired about what every day Australians are achieving." Janine says.

**WOW**

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.

# THE BIG WIGS

## Janine Allis

A founder of Boost Juice, Janine is among Australia's most respected business women, winning the prestigious Telstra Business Woman of the Year Award in 2004. Janine is a brand pillar of Boost Juice and will always be "the juice lady". Inducted in the Australian Franchising Hall of Fame in 2015, Janine continues to be one of the most recognised and award women in business in Australia.



## Jeff Allis

Jeff Allis founded Boost Juice with Janine in 2000. And in 2007, he took over as the CEO of Boost Juice. With the strong foundations Janine had laid, he turned the company from the single brand of Boost Juice into a multi-brand platform, Retail Zoo.



## Nishad Alani

Nishad recently joined Retail Zoo as CEO. Previously he worked for Starbucks and played an instrumental role in their growth and expansion across the Asia Pacific region. He also spent 5 years working for Skylark, the largest restaurant chain in Japan, playing a pivotal role in the company's transformation. Nishad brings a wealth of experience in food and beverage retailing, franchising and international growth.



## Olivia Elsley

Olivia has over 15 years franchising experience and has been at the forefront of Boosts International growth. She is responsible for the Retail Zoo Franchising, HR, Leasing, Design & Development, Learning and Development, Creative Design & Boost International departments. In addition to identifying business opportunities for Retail Zoo.



# PRODUCT INNOVATION

Ever wondered who comes up with our delicious tasting smoothie combinations?



Every product is reviewed for its nutritional qualities and we have a large variety OUR for all people's needs and diet.

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 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.

# GET SOME GOOD IN YOU...

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.

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.

# IT'S WHAT'S INSIDE THAT COUNTS!

How often do you hear that what you ate has too much of one thing and not enough of the other or eat more of this because it'll help you do x but not too much because it could cause y. It's confusing, right? And no, we're not here to add to that confusion, but sometimes we hear it from our customers who say they've heard our products have too many calories or sugar in them, and more often than not, our response is "it's what's inside that counts".

What does that mean? We're not big on just looking at the nutritional panel, more often than not if you look at the ingredients list the story can look a lot different. At Boost we look for foods that fuel our bodies so that we can get the most out of life. It's no surprise that there is sugar and calories in our smoothies and juices, but what you might find surprising is that it's not the same sugar you'll find in a soft drink or milkshake. Our smoothie's and juices use real fruit and veg that contain fructose, this reads as sugar on a nutritional panel which is different to the added sugar you'll find in soft drinks. Our smoothies also offer a range of benefits from vitamins and minerals through to fibre for gut health and calcium for healthy bones.

We ourselves put this theory to the test, we talk about these benefits but this time we put our products under a microscope along with 12 other on-the-go drinks to get the full story. Working with researchers Dr Rebecca Reynolds and Ms Sophia Lin from UNSW's School of Public Health and Community Medicine to analyse the drinks for energy, macronutrients and seven micronutrients (all the good stuff we sometimes forget about) and gave each drink an Estimated Nutrition Quality (ENQ) score based on levels of these nutrients as well as approximated fruit and vegetable serves. What the ENQ did was measure all the elements that makes up the drinks and not just that on a nutritional table. What it found was that those drinks that contained whole ingredients even if their sugar content or calories were higher than the options, nutritionally were sounder (see more the study results [here](#)) and saw 8 of the 9 Boost drinks score above average.

With growing concerns of sugar, what this study helped demonstrate to us is that 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 the end of the day it's choice and at Boost we have an array of smoothies and juices that customers can choose from based on their needs.



About the ENQ Score. The ENQ scoring matrix was devised to estimate the overall nutritional quality of each selected drink per 100mL. Each drink was scored from -2 (worst score) to 3 (best score) based on the levels of each of the following nutrients or criteria: energy, protein, saturated fat, sugars (natural free sugars vs. added free sugars), dietary fibre, vitamin A, vitamin B12, vitamin C, vitamin E, calcium, potassium, sodium and the authors' own estimate of servings of fruit and vegetables. The report authors state that this scoring system is prone to substantial error and can be used as a guide only. Recipes for competitors' products were not available and therefore ingredients were based on estimation only.

# A GUARANTEE TO MAKE YOU SMILE

Words from our Juice Queen, Janine

**"I must make more time for broccoli"  
said nobody, ever.**

The truth is, life can be a whirlwind at times - and making time for your health fix is often the last thing on your mind.

That's where Boost comes in. We are on a mission to make healthy living easier. We don't like to take life too seriously, but health is one thing we do. We believe that we should aim to eat and drink foods that offer nutritional benefits and fuel for the body and that's why we put real fruit and veggies into our smoothies and juices.

And let's face it: squeezing and blending every drop of flavour and goodness out of quality produce is a better recipe for success than popping the latest diet pills. We're convinced you'll agree.

So here's the deal: if, after two sips, you don't love your Boost Juice, we'll be happy to replace it. And if your favourite item isn't on the menu, or you've a funkier mix in mind, just shout out and we'll serve it right up.

Healthy is one thing, however we also want to make sure you're happy. That's our guarantee to you. So 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.

Here's to loving life.



**Janine Allis**

Founder - Boost Juice Bars



# 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 achieved an extraordinary 94% awareness within just five years which has set Boost apart from competitors and copycats time and time again.

From our unique culture and marketing philosophy, our 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 utilized include above the line advertising such as radio, television and social media platforms as well as below the line methods which include electronic direct mail (eDMs) to our Vibe club database, an 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 NATIONAL CAMPAIGNS

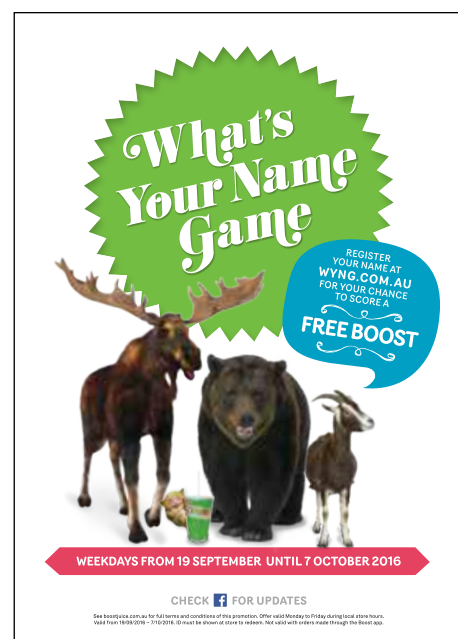
Boost conducts at least 10 major campaigns throughout the year on a national level. Each year a national marketing calendar is developed which includes some campaigns that are tried and tested and done every year, such as our famous 'What's Your Name Game', as well as new and unique promotions.

The campaigns are designed to achieve a particular goal, such as increasing brand noise, or increasing store sales. These campaigns are designed to be 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... Below are some of our favourites.

## 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 throughout the campaign 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 campaign.

It is advertised heavily via radio, social media, and 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 score themselves a Free Boost for just being themselves.



## CHOC CHIA

Our deliciously healthy Choc Chia smoothie was available for six weeks as the months started to get cooler in Australia. Made with 100% cocoa powder, chia seeds (our superman of superfoods), whole blended banana, strawberries, blueberries and dates, with whey protein, coconut milk, coconut water, milk and ice, this smoothie was promoted as the answer to your chocolate smoothie prayers!

'A taste of good without the evil' was the tagline for this campaign and that's exactly what it was. The Choc Chia's signature ingredient was chia seeds and it contains whole blended fruit meaning that it was high in fibre.

Each customer when purchasing any drink during the campaign was handed a call to action. The cards featured two progressive discount offers, whereby customers received \$1 off their first Choc Chia smoothie purchase and \$2 off their second Choc Chia smoothie purchase. The objective of the progressive discount was to encourage customers to return to store and continue purchasing the Choc Chia smoothie.

## FREE THE FRUIT

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 throughout the campaign 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 campaign.

It is advertised heavily via radio, social media, and 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 score themselves a Free Boost for just being themselves.

## KIDS CUPS

Twice a year we run fun and exciting kids cup campaigns. These limited edition cups are either licensed or Boost branded kids cups that are promoted for four weeks each campaign.

Each of these collectable kids' cups features a unique code on the base of the cup that can be entered into the Boost Juice Kid's Website to win an exclusive prize! We love to email our regular kid's cups purchasers to let them know about the new range and when it will be available in stores. Although our kid's cups are designed for our youngest customers, our collectors range in all ages.

A TV commercial is created for each kids cup campaign and aired during children's shows on subscription TV as well as YouTube pre-rolls.



# MINOR NATIONAL CAMPAIGNS

Minor campaigns, customer satisfaction and other initiatives are what make the Boost Marketing experience what it is. At every touch point that we have with our valued customers is what makes is what we consider to be marketing, so all avenues listed below are exciting opportunities to give you another reason to smile.

## 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. 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!

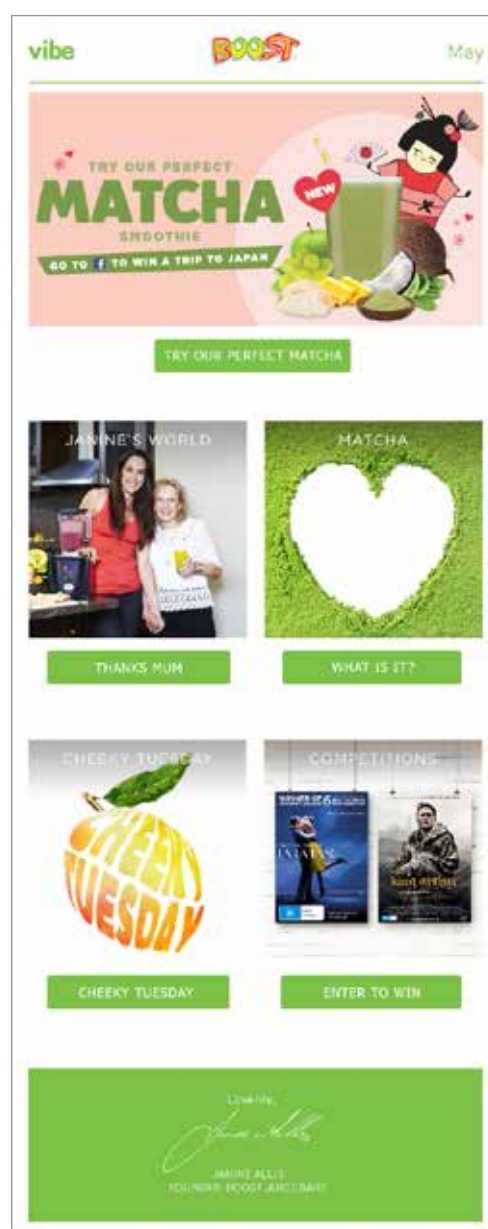
## BOOST VIBE NEWSLETTER

Each quarter we send a newsletter out to all Australian VIBE Club members so you 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! And because we're all about giving you another reason to smile, we search high and low to include competitions with prizing that you'll love!

## 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.

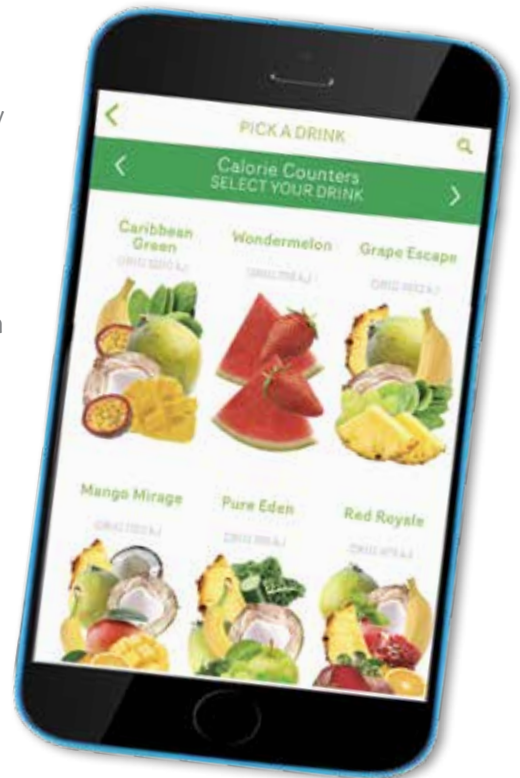


## THE BOOST APP

Although there is literally an App for everything, there's only one that gets our famous green cup into your hands at the tap of a button. Our Boost Juice App is pretty special to us and we're pretty thrilled to have won a few awards. So, what makes it special? It all started out by doing A LOT of research because we knew the features would need to add value to the customer, not just take up space on their phone. With a new understanding, we were able to build an app with our customers in mind. Their needs, habits and lifestyles were really the driving forces. Today over 40% of our database is made up of app users who are treated like VIP's every time they enter the store, with skipping the queue to collect their customised Boost from the convenience of their phone a sweet perk. Exclusive app only offers such as \$5 Tuesdays and Mates Rates are among a few other features that our cardless customers can benefit from.

Our clever Digital team are also working on ways to improve the app user experience. The latest feature is a '2 tap' 5-star rating system where we ask you about the experience and if there is anything we can do just that little bit better. Your insight is fed back into our HQ and stores in real time, ensuring we can quickly make improvements to any issues highlighted.

Boost is built on 4 pillars of success, a key one being convenience. The Boost app allows us to bring convenience to a whole new level, by literally being a virtual Boost insight tool make our customers lives just that little bit better



## CUSTOMER RELATIONS

At Boost Juice 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 can get in touch via their preferred communication platform, from social media to email or the odd piece of mail sent in. Every piece of feedback is then review by a bunch of Boosties who are committed to responding in less than one business day. It's a level of service our customers have come to expect and ensures we can quickly follow-up and address issues.

We don't believe customer service is just a department, but 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.

\*This is actually a fact, check out our awards section on page xxx for proof.



# DIGITAL



## BITS

The digital arena is still in its infancy where it's consistently changing and giving us new tools to talk and ways that make the customer experience more seamless and intuitive than ever before

At Boost we made our commitment to digital official in 2015 where we introduced a digital department as a function of the support centre. Then a team of one, today the digital department is our fastest growing department which just goes to show that customers are responding to its initiatives and overall strategy.

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 where we aim to provide Boost customers an integrated experience each and every time they interact. So, what does digital exactly look like at Boost Juice? Well we've told you all about the app and how we are really changing the online experience for customers, but there is much more to this story...

## LOYALTY CLUB

The Vibe club has been around for over 10 years and really plays an integral part in ensuring our customers feel special each and every time they flash their card or app in store. Over the past few years it's been a key focus in which we wanted to further personalise and really elevate the experience of being a member. Not only have we introduced the app which has created functionalities making it even easier for customers to get their favorite smoothie or juice, but we have also put a key emphasis on ensuring that all communications to our members makes sense. This includes our emails to our customer and in ensuring that they are targeted. This ensure higher levels of engagement and open rates thanks to the targeted email being sent.

## GAMIFICATION

In April 2016, we launched our first gamification app Free the Fruit. The game allowed customers to help Mango Man save the fruit and veg from the Boost stores. This was a huge hit where we saw the game being played for a total of 55 million minutes in as little as 8 weeks. The game also become the number 1 game in Australia in its second week, demonstrating the customers were engaging with the game and it was also driving them into the stores thanks to the in-built voucher reward system. With 13% of the time we spend on our phone is gaming time, the Free the Fruit concept really resonated in this space. Free the Fruit continues to be available for download and a strong marketing tool that we can tap into at any point.

## CHATBOTS

In 2016 Mark Zuckerberg (founder of Facebook) announced that Chat Bots were to be a key focus for Facebook's Messenger platform. That really got us thinking and in May 2017 we launched our Matcha Chat Bot to celebrate the launch of our new Perfect Matcha Smoothie. The Chat Bot was all built in-house with the concept of driving brand engagement behind it. It was huge with 95% of users who chatted to the Bot in the first week completing all conversations. This success demonstrates that customer are responding to brands using platforms that a relevant to them and not pushing heavily branded messaging.

Of course, we haven't forgotten social which you can learn about on the next page over. As you can see our digital initiatives are customer-centric and look to engagement with our customers on platforms and in a tone only natural to Boost but also familiar to our customers. Overall our digital communications are really changing and ensure that we are being kept from of mind in the retail space.

# SOCIAL BITS

Most days you'll find yourself checking one of your social media apps just to make sure you're across what's happening. It's amazing to see how much social media has blown up in the last few years and today it's one of our strongest communications platforms. We love social media because it allows us to engage with our customers and really given us the ability to really put a voice and personality to the brand. We really think out everything we do on social media and ensure that we create content that is engaging and of interest to our 700,000+ Facebook followers and 80,000+ Instagram followers. One of the biggest and most engaging campaigns is What's Your Name Game (WYNG) where we see huge engagement figures with our customers. When we first launched WYNG it was announced on radio but low barriers to entry social media has become the strongest and most engaging platform, where we see thousands tagging friends and family with that particular day's winning names. This campaign along with what the team does on year-round in brining campaigns to life has meant that today Boost is recognised as one of the top brands to watch on social media.

**Mumbrella** Editorial | Brands | Jobs | More

## How retail brands are using social media to improve performance

In this guest post, Tim Hill from Social Status explains how retail marketers can adapt the social media strategies of big brands like Nike, David Jones and Boost Juice to enhance their Christmas strategy.

December 9, 2014, 11:10 AM  
by Tim Hill

According to Statista, Australians now spend more than half a day per week (12.5 hours) on Facebook alone, up four hours from last year.



The retail industry has arguably benefited from this huge shift towards social media more than any other industry, due to the technological innovation at all points of the customer experience. Whether it's during the product research phase, to the actual purchase experience, to customer support and advocacy – social media has indeed transformed the retail industry.

Social Status has tracked more than 900 Australian retail brands in the run up to Christmas to understand what kind of content drives engagement and which brands are performing the best on Facebook.

For retailers, social media provides one of the most effective two-way communication channels with customers, giving them the opportunity to receive feedback, monitor sentiment and build a reliable brand personality.

Below are some great examples uncovered from data in our **Australian Retail Industry Facebook Report**. How Boost Juice drove more than 140,000 comments in October Boost Juice is an outstanding example of a brand that really gets its community talking.

During September and October, Boost Juice ran its immensely popular **What's Your Name Game (WYNG)** which started as a radio promotion many years ago and now continues on Facebook with great success.

**Boost Juice with Lisa Pickett and 18 others**  
October 9, 2014

Steve, Jade & Ming you've got a Free Boost with your name written all over it! Celebrate!  
So clear your calendar for tomorrow and pencil in a FREE Boost! Remember to rub it in to your friends and don't forget your ID!  
Offer valid 05/10/2014 during local store hours. ID with one of these first names must be shown at store to redeem free Boost. Not valid with orders made through the Boost app.



**Boost Juice with Robin Png**  
October 9, 2014

Today's a great day... if you're named Mark, Claire or Aiden.  
For everyone else... we're giving you official permission to take a stroke and recover. You deserve it.  
For the lucky folks, head over to your local store and get your free Boost! Remember your ID!  
Offer valid 04/10/2014 during local store hours. ID with one of these first names must be shown at store to redeem free Boost. Not valid with orders made through the Boost app.



Boost Juice's mixture of promotions and fun, topical posts achieved more than 140,000 Comments in October.

This kind of performance is industry leading in retail and second only to Shogun for total numbers of comments. WYNG has reduced and continues to drive huge levels of engagement and stick much for the brand, which is tough to achieve given how large its community is (more than 640,000 Page Likes).

For marketers, viral reach or organic reach, where fan interaction with your content results in their friends seeing that same content) through friend tagging in comments remains an elusive strategy, yet one which can significantly increase overall reach.

# FRANCHISING

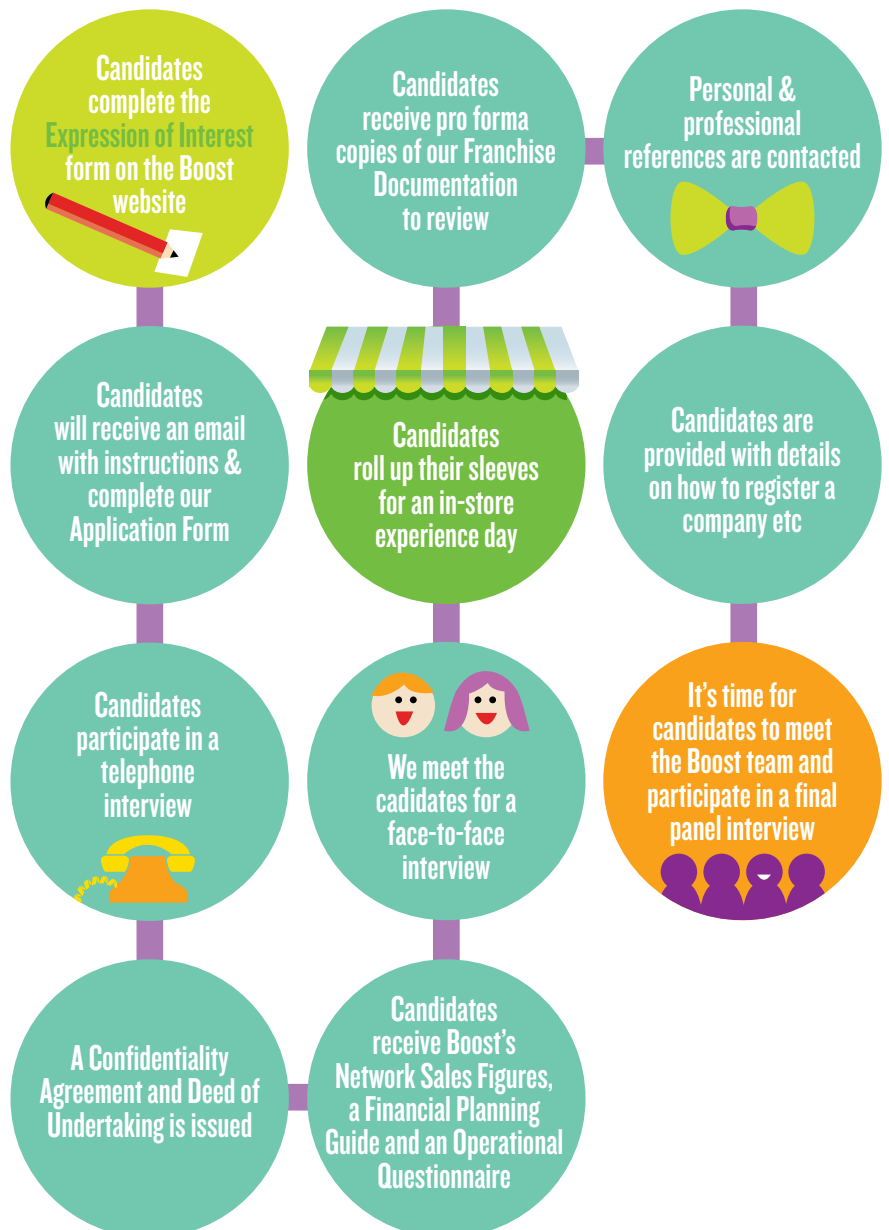
Who would have thought, that after sixteen years of franchising and with over 260 stores operating within Australia and 190 stores internationally, Boost Juice still has juicy plans to evolve? 2017 will not only see us franchise new store concepts within the Australian market but also launch into new countries.

## FINDING THE RIGHT PARTNERS

Market demand from prospective Boost franchise partners remains impressively high and the selection and retention of quality candidates is pivotal for future success. Our franchising team are always scouting for candidates that have a hunger for success, personify Boost's 'love-life' philosophy and have an unmatched enthusiasm for business. Boost now has over XX current franchise partners within Australia with XX owning more than one Boost store.

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 a dedicated and experienced support office and proven systems and processes to help them realise their business goals.

## THE SIMPLE STEPS TO GETTING INVOLVED



WITH OVER 450  
STORES GLOBALLY  
WHERE WILL BOOST  
JUICE BE SEEN  
BLENDING NEXT?

# FRANCHISING

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

Our Franchising team is only a phone call away and happy to assist candidates with answering questions as they complete their franchise recruitment journey with Boost. We've included a few of our most popular franchising FAQ's below. 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?

To find out more about franchising with Boost Juice, please visit:

**[boostjuice.com.au/franchising](http://boostjuice.com.au/franchising)**

## EXCITING FRANCHISE MODELS

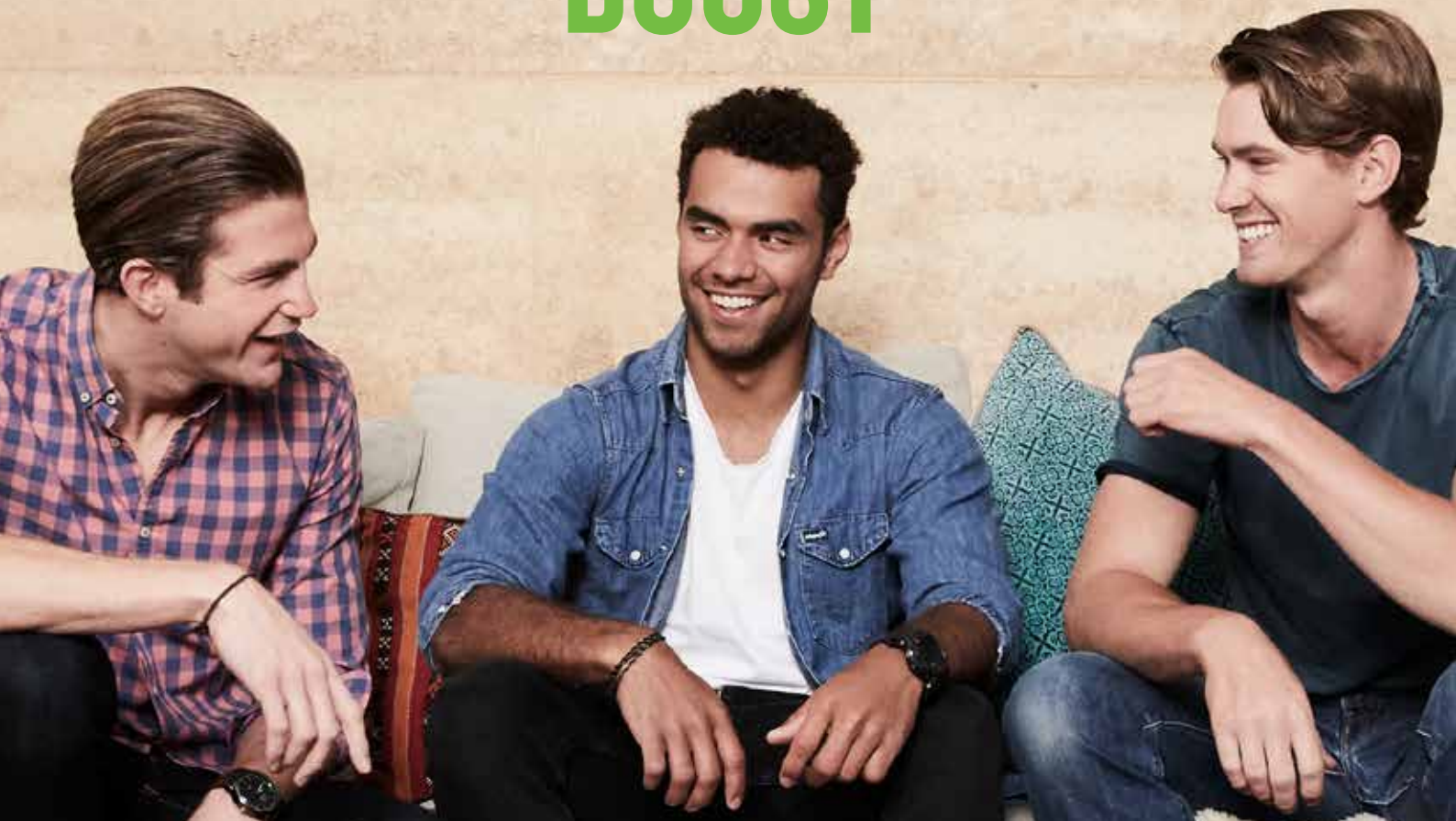
Here at Boost, we aren't afraid of being unique, having fun and doing retail differently. In late 2016, we launched one of our most exciting store concepts since our inception. The opening of 'Boost&' in Victoria's Chadstone Shopping Centre and Sydney International Airport showcases our new holistic outlook, added food-to-go options and made to order cold pressed juices for our customers.

Franchising in regional locations, travel centres, train stations and drive-thru's is also on our evolution radar. 2017 will see us open our first drive-thru store in Ballarat, our third train station store in Brisbane's Fortitude Valley and fifth travel centre store in Coomera. Our franchising team are excited to build on these numbers and are looking for passionate candidates who are excited to be their own boss and interested in purchasing one of the metropolitan, regional or travel centre opportunities that are currently available within Australia. All new opportunities and existing stores available for purchase, are advertised on the Boost website and a variety of external advertising mediums.



# OPERATION

## BOOST



At Boost we pride ourselves on the support we give our 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 franchisees. We work with the for the benefit of their business and ours.

Across the country, the Boost operations team make up a wealth of experience in the retail field and a diverse range of skills to work regularly and closely with the stores and franchise partners in areas including marketing, business coaching, suppliers, product development and even store design. The operations team take a hands on role to ensure the implementation of new initiatives to our wider partner network runs smoothly while making

sure that at all times superior customer experience is achieved and maintained.

Further support is provided for the partner's most valuable assets... their teams. We provide fun and thorough online training and communication for all in-store teams to reference for each campaign, new production and procedures. Our Ops teams also often attend team meetings to support our partner's presenting ideas, new training, up-selling techniques and other tips.

Although the Ops teams are the primary point of contact for partners, they are also supported by all departments in our Support Centre (Boost HQ).



# INTERNATIONAL

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

With over 450 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 Bangladesh, Brunei, Cambodia, Chile, Estonia, India, Indonesia, Malaysia, New Zealand, Singapore, South Africa, Taiwan and UK. 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.



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



## 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.

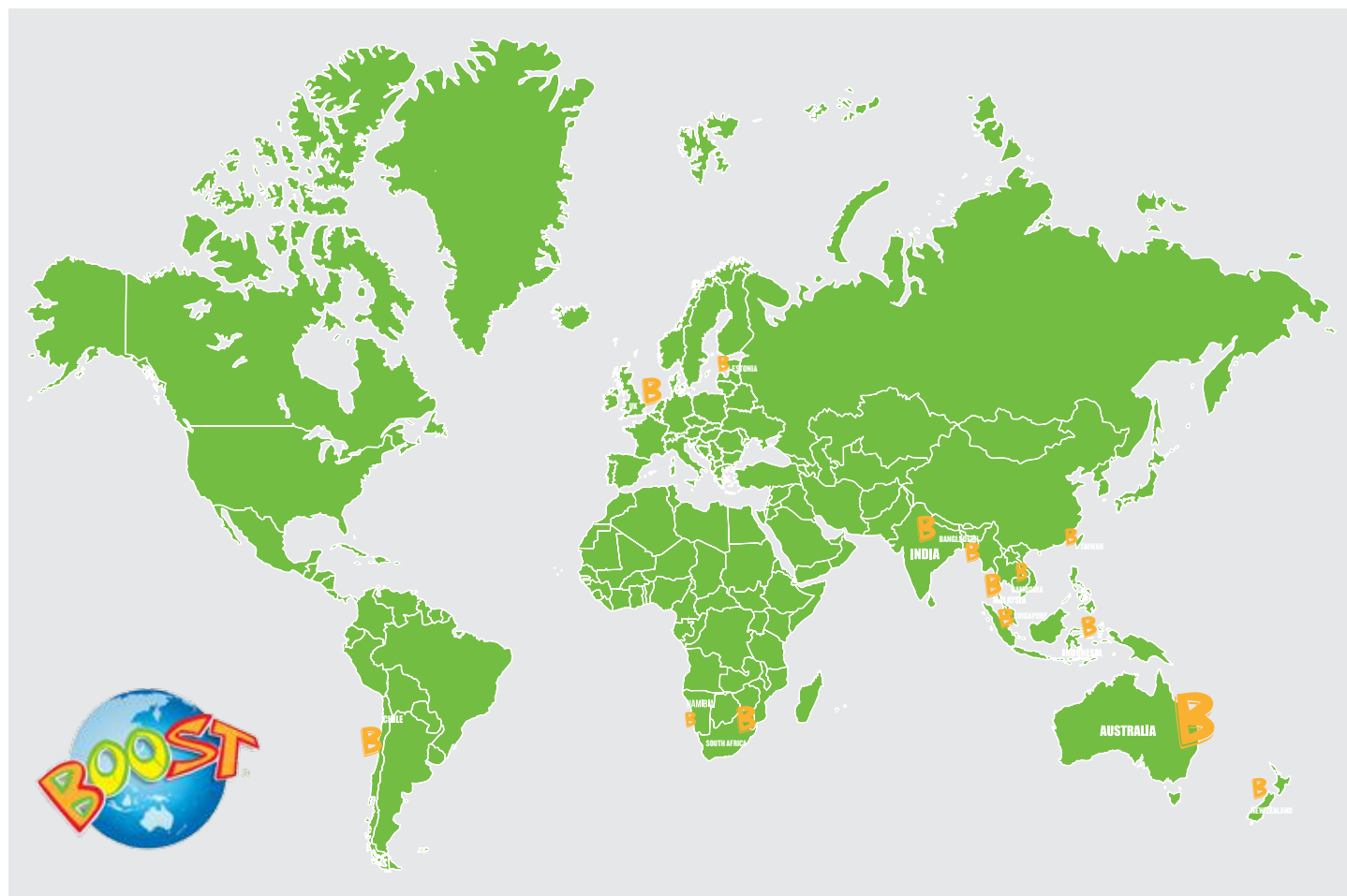
Their expertise combined with our Boost knowledge allows us to decide how far to adapt, or localise our marketing mix for each individual market. This can be difficult, however we recognise this as a crucial element of our strategy when launching in foreign markets. It is imperative that the original 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), Chirmoya (Chile) and many more fun flavours around the globe! Boost International held 200 stores at the end of June 2017 and has projected another 50 stores for the financial year 2017-2018, the interest continues from new territories and is not showing any signs of slowing down!





# HR

Boost Juice HR is an efficiently run human resources department that can provide 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 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 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 - 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.

## HR HOTLINE

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

# STORE DESIGN & DEVELOPMENT

## BOOST DRIVE-THRU, BALLARAT



**Boost Juice Drive-Thru is almost here!**

21st March 2017



You heard right, we are so excited to announce that we are finally opening our first ever drive-thru in Ballarat. Over two years ago we pranked you with the opening of a drive-thru store for April Fools and you loved it. Today we have made all your dreams come true.

The new Boost Juice Drive-Thru store will be opening next Friday in Sebastopol which is located in the Victorian regional town of Ballarat. Open from 6am our first 1,000 drive-thru customers will receive their first Boost Juice on the house.

**The Courier**

Thursday March 30, 2017

### Future of former drive-thru coffee site unknown

21 Mar 2017, 3 p.m.

[f Share](#) [Twitter](#) [Email](#)



A mock-up of Boost Juice's new drive-through in Ballarat. Picture: Supplied



# STORE DESIGN & DEVELOPMENT

## BOOST& CONCEPT STORE, CHADSTONE



# AWARDS

- 2017 Inside Retailer Awards - Innovation Initiative
- 2016 CSIA Award - Friendly Award in Fast Food Category
- 2016 FCA Award - Franchise Innovation Award - Free the Fruit
- 2016 NRA Award - CEO of the Year Award - Scott Meneilly
- 2016 NRA Award - Innovation Excellence Award - Free the Fruit
- 2016 QSR Media Award - Best Loyalty Program- Boost Juice Bars
- 2016 GOLD for Best Mobile Marketing Strategy at the World App Design Awards - Boost Juice
- 2015 YouGov Brand Index 2015 Best Buzz- QSR Category Silver Winner Boost Juice Bars
- 2015 Australian Established Franchisor of the Year- Boost Juice Bars, MYOB FCA Excellence in Franchising Awards
- 2015 Excellence in International Franchising- Boost Juice International, MYOB FCA Excellence in Franchising Awards
- 2015 Franchise Hall of Fame Inductee- Janine Allis, MYOB FCA Excellence in Franchising Awards
- 2015 Golden Key International Honour Society- Honorary Member - Janine Allis
- 2015 Multi-Unit Franchisee of the year QLD/NT- Boost Juice- Andrew Stribling & Colin Webster, MYOB FCA Excellence in Franchising Awards
- 2015 The Australia Awards for Excellence in Women's Leadership: Victoria - Janine Allis.
- 2015 QSR Media Award - Best Loyalty Program - Boost Juice Bars
- 2015 QSR Media Award- Best Digital Initiative - Boost Juice Bars
- 2015 InStyle and Audi Women of Style Awards; Business Award - Janine Allis
- 2013 Franchise Council of Australia's Multi Unit Franchisees of the Year
- 2013 Finalist NRA Young Retailer of the Year
- 2012 Australian Export Heroes Award - Janine Allis
- 2012 Winner Retailer of the Year- CEO Magazine - Scott Meneilly
- 2012 Winner I Love Food Award
- 2011 Finalist BRW Fast 100
- 2010 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

## LOCAL STORE AWARDS

- 2015 Morayfield Retail Awards
- 2015 National Franchisee of the Year award - Narell and Karen Boost Sunny Bank and Toombul

# FAQs

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

The wellness category which is currently the fastest growing industry in the western world.

## **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 upon positive attitudes. Janine Allis, our founder, believes that, 'Once you've put the right people in place, everything is easy'. Accordingly, we carefully screen employees and potential franchisees for personalities that suit the Boost Juice culture. Our vision has been built upon 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 always create an in-store experience that gives our customers a reason to smile.

### **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! The supplements are

formulated specifically for us. 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 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.

## **Q: 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!

## **Q: How many Boosties do we employ?**

This is a number that changes seasonally, however when the sun is shining and the Boosts are flowing we employ approximately 6,000 Boosties nationally.

## **Q: What would you consider were some of the main factors that have contributed to Boost Juice'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. Today our success continues to gain momentum because we have stay true to our core beliefs and invited and invited so many new franchisees/partners along for the ride. This has only strengthened our journey.

"The culture of our company is the most important thing to protect. If we compromise on the quality of people, we compromise the brand. One of the reasons we are so successful is because we have incredible partners fostering our culture and giving our customers the phenomenal Boost experience every day." - Janine Allis, Boost Juice Founder.

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

Boost is always thinking generationally from our Boosties who'll one day take the lead to our practices instore. This reaches from responsible waste management to the design and creation of our packaging. Being signatories of the APC we're committed to achieving sustainable packaging practices. To learn how click here.

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

Quality assurance reviews and mystery shopper programs are great initiatives that our operations team use to uphold the Boost standards and consistency across the network. From our suppliers through to our instore operations all stakeholders must adhere to our compliance policies.

# 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 50 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.

