

**a bit  
about**

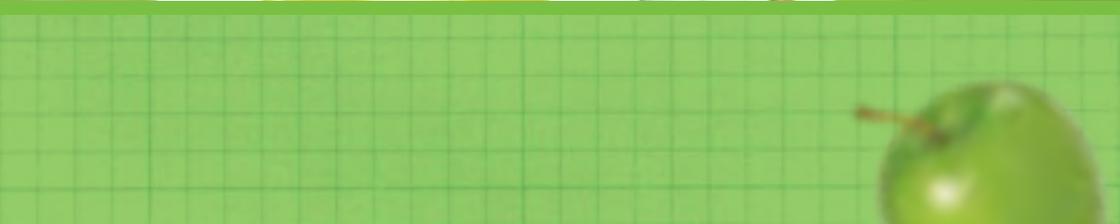
**B**

**OO**

**ST**

**juice  
bars**

**Juicing around the  
world since 2000!**



# inside

- 1 A Boost is Born ..... page 5
- 2 The Wellness Category ..... page 6
- 3 Innovative Retail Concept ..... page 8
- 4 Our Products ..... page 11
- 5 Localisation ..... page 12
- 6 Our Guarantee ..... page 14
- 7 Marketing ..... page 17
- 8 Barry ..... page 22
- 9 Research ..... page 25
- 10 Our Stores ..... page 26
- 11 International ..... page 30
- 12 Awards ..... page 36
- 13 Media Quotes ..... page 39
- 14 Testimonials ..... page 40
- 15 Celebrities at Boost ..... page 44
- 16 Retail Zoo ..... page 46
- 17 Meet the Think Tank ..... page 50





## a boost is born!

Boost Juice Bars offers a healthy alternative to fast food, which is encompassed in a brand perceived to be as 'cool' as Apple by young customers. The menu offers a selection of delicious freshly squeezed juices, smoothies and crushes which were all developed with the assistance of a nutritionist, and all are at least 98% fat free and free of any artificial flavours or colourings. Boost Juice lives by the 'Love Life' philosophy.

### The Birth of Boost Juice

In early 2000 Boost opened its first Boost Juice bar. Obesity was on the rise in Australia and as in many countries across the world, there was no healthy fast food alternative available in the market and the consumers were crying out for a healthy product. Janine Allis, Boost's founder and Managing Director, recognised a hole in the Australian market for a healthy fast food alternative. As a consumer she had always struggled to find anything healthy to eat and drink for herself and her young sons when she was short of time. So she developed a business plan and raised AU\$250,000 through friends investing in the concept to get the plan underway.

Being a working mother of four children she is an advocate for **healthy eating** and living. With a hectic urban lifestyle in Melbourne, Janine understands first-hand the demands life can put on an individual. Janine and her husband Jeff trialed a number of businesses until they started to develop the Boost business concept, which was different to anything else in the Australian market place. Janine's vision was to do retailing differently; deliver a unique customer experience based on the **fun** "love life" philosophy.

Janine consulted with nutritionists and naturopaths to create a menu of healthy juices and smoothies that were free of preservatives, artificial flavours and colours. She worked with an Australian manufacturer to develop a range of 'TD4' (**To Die For!**) low fat frozen yoghurts to use in the smoothies, which contain live cultures streptococcus thermophilis and lactobacillus delbruekii for added nutritional benefits. A decade later, Boost has become synonymous with the term Smoothies in Australia.

# the wellness category

The Wellness Category is one of the fastest growing retail categories in the world. Obesity and the associated health problems are becoming issues for most of the western world and companies operating within the Wellness category are seeing massive growth as a result. Boost is no exception.

The US wellness industry alone generates an estimated **US\$2 billion per annum\*** and has grown by more than 30% each year for the past four years. "Smoothies and juices are the fast food of the new millennium. Consumers who once purchased a quick hamburger for lunch or a candy bar for a mid-morning snack are now opting for healthier, fresh alternatives such as blended fruit and yoghurt drinks – also called "smoothies".

"Consumers are attracted to smoothies because they are seen as a healthier option to most sweets and on-the-go meals. Now that the smoothie market is a proven success, companies are being pushed to the next level- extreme differentiation."

*David Lockwood, Director of Mintel Reports*

This category has now been operating for over 20 years and continues to grow from **strength to strength**. People of all demographics are getting the message that proper nutrition is just as important as their workout. These people understand that real food found from whole food natural sources, does not have to be a tedious time consuming task taken on at home. This growing awareness coupled with Boost's model of producing a **unique Boost in store experience and great tasting drinks** in an easy grab a go location, couldn't be more strategically placed to maximise this emerging consumer trend.

Dan Titus, Director of the Juice and Smoothie Association in America stated you cannot ignore the profitability of the smoothie market. "The retail segment of the Juice and Smoothie business remains strong and we are confident that this segment will show positive gains this year," Titus also went on to say "The Juice and Smoothie business is such a lucrative venture. Smoothie-type products are sold all over the world on cruise ships and golf courses; in bars, movie theatres and hospitals. Companies are seeing this market as a growth opportunity," Titus said. "Consumers are looking for an alternative to soda; the healthy attitudes that consumers are expressing reflects in the smoothie trend."

*\*Report by Mintel (www.mintel.com) Chicago*



**making you feel  
just that little  
bit better**

# innovative retail concept

The juice bar concept was new in Australia back when Boost launched in 2000 and the way in which Boost presented the concept was also new for retail in general. Boost was never simply about the healthy and great tasting juice or smoothie – the brand is based on the entire “Boost Experience” which takes place every time a customer enters a store. This experience is a combination of a fantastic product, served by positive and energetic people who greet you with a smile, in a bright colourful store environment with fun music to match.

Boost Juice is an amazing retail phenomenon with a growth platform on average of 4 countries and 30 stores a year for the last 4 years. With a group turnover exceeding \$AUD135,000,000 per annum and climbing every year.

Boost is a global brand that has been built on a strong marketing and operations foundation. This enabled Boost to achieve an extraordinary 94% brand awareness within just five years and has set Boost apart from competitors and copycats time and time again. From our unique “Love Life” culture and marketing philosophy, to our strong belief that people are individuals; each possess their own inherent value and worth. Many other businesses notice and comment on our Team Members’ enthusiasm, friendliness and amazing attitude. This is not a coincidence. It is a result of Boost’s great people practices working together to make a difference to each other’s lives, as well as those of our customers, as a key foundation to delivering the Boost Experience every time.

Today Janine and Jeff surround themselves with an exceptional dynamic and driven executive team lead by Scott Meneilly.

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



“At the end of the day we have to try to keep life and business simple”, she says, “....and enjoy the journey as much as the results”.

Boost has won numerous prestigious national and international awards over the years, including awards for individuals, franchising, business and marketing (see page 35 for more details).

**teamwork is the fuel that  
allows common people to  
attain uncommon results!**

# our core menu

## low-fat smoothies

Real fruit smoothies made fresh with our unique TD4® low-fat frozen yoghurt



## fruit crushes

99% fat free, the ultimate summer treat



## super smoothies

Low fat smoothies with super powers!



## fruit juices

Freshly squeezed while you wait, with no added sugar!



## indulgence smoothies

98% fat free, 100% guilt free!



## skinny smoothies

Smoothies with half the calories!



## PLUS

Country specific local flavours tailored to your tastebuds!

# our products

Our Smoothies and are made from all natural ingredients and using the lowest fat and healthiest ingredients available. Only the most wholesome ingredients go into our blenders. Our Smoothies are packed full of goodness! You won't find any nasty artificial sweeteners, colours or preservatives, and they're all at least 98% fat free!

Our regular Smoothies made with milk provide you with more than 50% of the RDI (recommended dietary intake) of calcium! Our Super Smoothies have been specially designed to maximise the benefits of the Boosters that we add. Depending on how you feel, you may want an Energiser, Vita, or maybe even a Green Tea Booster. We have a delicious Super Smoothie to match your mood and your taste buds!

For energy and stamina, your body requires good calories and you'll find them in abundance in Boost Juice juices, together with the nutrients that are essential for their conversion into usable energy. Seventy per cent of the western world's population wake up tired every morning - that doesn't bode well for the rest of the day. Many people try the artificial stimulus provided by caffeine and sugar, munching chocolate bars on the way to work and drinking even more sweet tea or coffee when they arrive.

Add sticky buns mid-morning washed down by yet more caffeine, and it's no wonder that most experience a sinking feeling before they even get to lunchtime. By making Boost Juice part of their regular routine we can add real quality and vigour to their lives.

Boost Juice uses a variety of fresh fruit and vegetables. These fresh products are used predominantly in freshly squeezed juices. Bananas are the highest volume product closely followed by apples and oranges. Most of the fruit used in our Smoothies is IQF (Instant Quick Frozen). This ensures we get the fruit at its absolute optimum and we snap freeze it to lock in all the goodness. It also ensures we deliver a consistent product to our customers. Our Smoothies contain our very own exclusive TD4® (To Die 4!) low fat frozen yoghurt, which contains live cultures *Streptococcus thermophilus* and *Lactobacillus Delbrueckii*. Why is it called TD4®? It tastes so good it is To Die 4!

# localisation

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 and that it will have the same taste. 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. Of course smoothies have different brand position uses in different countries (for example a meal replacement in some countries and a treat in others). Local markets have local needs and tastes. Therefore by standardising alone, Boost believes this does not provide a complete solution to our business. Therefore at Boost we have a Core Product Range of 6 smoothies such as the famous Mango Magic and the rest is customised to each individual market. We look to the local markets and have easily adapted our range to include Rooibos (South Africa), Dragon Fruit (China), Aloe Vera (Lithuania) & Chirmoya (Chile) and many more fun flavours around the globe!

At Boost we are very fortunate that due to the large amount of fresh fruit we use in our drinks we already have a localised edge. Fruit and vegetables have a distinct flavour and taste profile in each region which gives us an automatic edge of customisation immediately.

Further to our drink offers our stores can be made up of many concepts from express models to large, relaxed locations with lounge seating. To complement our range of drinks we can also offer healthy snacks in store to meet local taste buds such as wraps, muffins, protein balls, salads, soft serve yoghurt and soup.



avocado delight



dragon fruit crush



aloe vera crush



kiwi crush



freshly prepared wraps



soft serve yoghurt

it's amazing something so healthy can taste so good!

# our guarantee

There is no point in having a belief but no one knowing about it. At Boost we encourage feedback from every source that we can. Our Guarantee is in every store that we build, on our website and even on the back of our cups. It is all about the customers and giving them what they want.



At Boost, we are all about  
making you feel just that little bit better!

## Our Guarantee

We promise to provide you with  
the perfect Juice or Smoothie with:

- Nothing artificial or fake
- Premium ingredients with high nutritional value
- 100% deliciousness that leaves you  
& your tastebuds happy!

If you don't love your Juice or Smoothie, let us know and we'll give you an instant replacement free of charge! If we have not delivered on our guarantee or you would simply like to share some good stuff please email us at [boost@boostjuicebars.com](mailto:boost@boostjuicebars.com)

*Jessie Mills*  
Jessie Mills  
Founder - Boost Juice Bars



taste the  
flavour,  
feel the  
rush!



# marketing

Since its inception Boost Juice has led the way with a unique marketing approach which includes a combination of above-the-line and below-the-line activity. In five years Boost achieved a **94% brand awareness** rate and is perceived to be in the same realm of 'cool factor' as the iPod (independent research, TNS). We are on the forefront of the 'social media' and industry leading in the IT sector in Retailing.

All Boost marketing activities are prepared differently - we have the **JAM Factor!**

**J** Juxtaposed in everything we do; we think and execute it differently to the traditional retail way.

**A** Assimilation of ideas with frontline Boosties; we love and respect their opinions and invite them to be part of our creative force.

**M** Make our mark with total ownership of everything we do – We either totally own concepts or we don't do them.

## The VIBE Club

The Boost Loyalty Program, known as the VIBE club, has over **2 million** active card holders around the world and is growing every day. VIBE, which stands for **Very Important Boost Enthusiasts**, is a loyalty program where customers are offered a VIBE card when making a purchase. For each juice or smoothie they buy they earn one point. In Australia once they have accumulated ten points, they are entitled to a free juice or smoothie at any store. This program enables us to know all about our customers as they need to register their details in order to activate their memberships and we love birthdays at Boost, so every member gets a **FREE Boost on their birthday**.

## Customer Relations

One strategy which sets Boost apart from competitors is the unique customer relations process. The "Boost Guarantee" asks customers to email Boost with feedback and/or if they are not happy with the service, product, or experience they have encountered. Every single email is personally responded to and then followed up with the relevant store. This is one of the reasons Boost is known for its **exceptional customer service**.

# major campaigns

Our marketing is a combination of tactical, (to drive our customers into store), and branding, which creates longevity in the business and brand. We focus very heavily on training to ensure when the customer arrives into store, they are getting the experience that they expect. Boost runs a number of major campaigns every year, which will be either **tactical** or **branding** depending upon the needs of the business. One thing that is the same; is that **we are unique in how we communicate**.

## Healthy Suckers

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

## The Big Banana Peel

Another tactical campaign aimed at driving new customers into stores, this promotion featured unique cups with a peel off panel on the side which revealed whether the customer had won a prize.

## What's Ya Name Game

What's Ya Name Game is based on a simple concept whereby over a three week period, two names are announced each day and any person with that name is entitled to a free juice or smoothie. This campaign is promoted mainly through breakfast radio and the word of mouth it created has enabled it to become even more broadly known.

## Kids Cups

Kids cups have become a regular fixture on the Marketing calendar with recent campaigns including Mr Men, Toy Story 3, Dora the Explorer, Ben 10 and Superheroes as well as our very own Barry and Betty Boost Cups.



# international customisation

Boost's international marketing offering recognises that consumers around the world have **different values, customs**, purchasing power 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 simply 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 colorful store environment with fun music to match.

This **point of difference** is further enforced through the brand's unique tactical campaigns, the customer relations strategy whereby every customer email is responded to personally and the VIBE Club loyalty program which rewards loyal customers.





**Meet Barry!**

Everybody's  
Favourite  
Boost

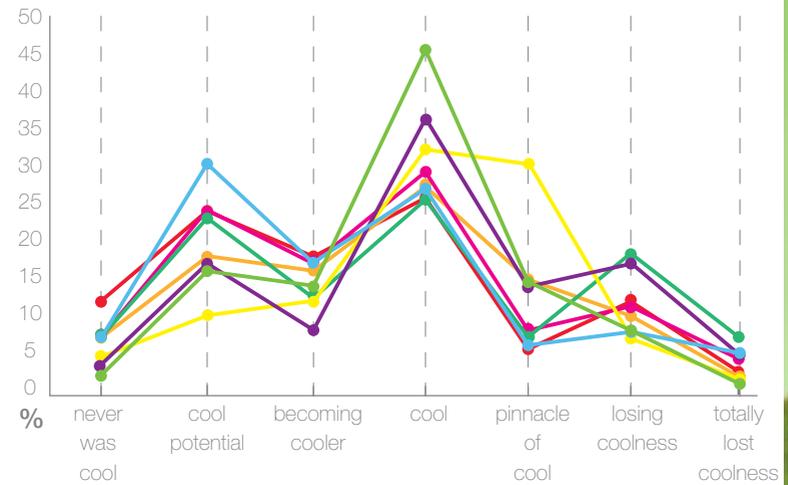




# research

Within just five years Boost had established a brand awareness level in Australia of 94% and consumers ranked the brand's 'cool factor' among the likes of Nike and Apple.

## the cool factor



## legend

- boost
- virgin
- apple
- zara
- nike
- kikki k
- smiggle
- nova radio



Independent TNS Research  
2011

# our stores

Every time a new Boost Juice Bar opens in a shopping centre a new level of excitement is generated among customers. People venture out specifically to get a Boost, because it is a **totally unique offering**.

One of the great benefits of Boost Juice is its **ability and flexibility to fit into small areas**. Our stores can be as small as 14sqm (150 sq ft), or as large as 100sqm (1070 sq ft).

Our kiosks are designed to not interrupt sight lines of other tenants and to create a flow that does not impede on the general traffic flow of the centre.

**Boost is a global brand leader in design and marketing**. In the Australian market we pride ourselves on setting a benchmark which other retailers strive to reach. Many landlord brochures feature Boost Juice as their ideal kiosk design.

Boost creates **colour, atmosphere and fun** in any shopping centre or strip of shops. Our stores are fun, fresh and alive, integrating 'fun with fruit' with bright vibrant colours. We use the clean and hygienic looking stainless steel, as well as incorporating the earthy feel of real stone tiles.

The **larger than life** fruit defines and demonstrates exactly what Boost Juice is about. We reinforce our health and vitality proposition with various words positioned throughout the store such as 'healthy', 'fun' and 'love life'.





fresh as



natural



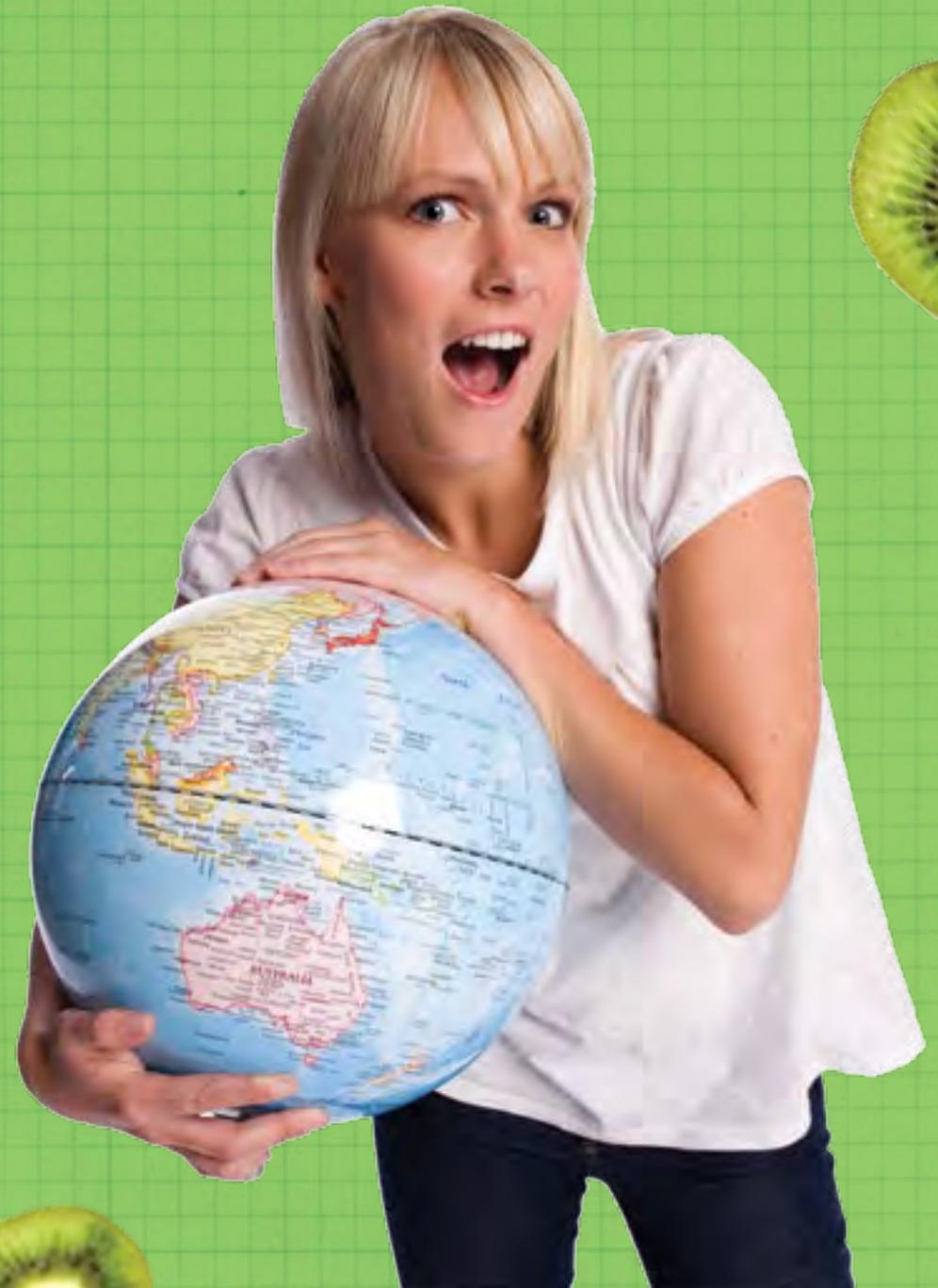
# international

Our International Franchise Partners come from diverse backgrounds and industries and have varied personal interests and professional experiences. It is our mission to align with Franchise Partners who are **passionate, like minded people** who 'love life' and want to join us on this incredible journey to grow Boost Juice into a world wide phenomenon!

With over 250 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 Australia's fastest-growing franchise network (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 in the UK, Republic of Ireland, Thailand, Indonesia, South Africa, Macau, India, Chile, Lithuania, Estonia, Latvia, Singapore, Malaysia, Germany, China, South Korea, United Arab Emirates, and we are very excited about the phenomenal opportunity to establish our **high growth and high profit** business all over the world. Boost believes that the rapid rate of growth experienced to date will continue with new stores scheduled to open in new regions globally in the near future.







# awards

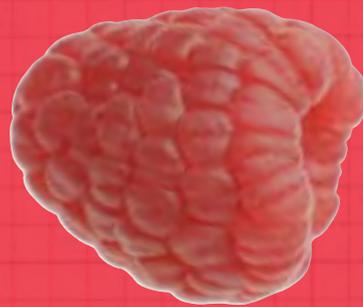
- 2011** Finalist BRW Fast 100
- 2010** Franchise Council of Australia International Franchise Award
- 2009** National Retailers Association Young Retailer of the Year Award (Bec Willett)
- 2008** National Retailers Association Awards
  - Training/HR Initiative Award
  - Westfield Best Food Retailer 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

*There are also a multitude of individual store awards in all areas.*





“Boost Juice,  
the Starbucks  
of the juicing  
world...” **Marketing  
Magazine**



## media quotes

**The Australian** “Having a great product readymade for a well-primed market is the starting point for entrepreneurial success but a massive stumbling block can be the caliber of the marketing. Janine Allis’s success story, Boost, is a benchmark for others when it comes to a communications & marketing strategy.”

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

**My Business** “Janine Allis is the leader of the pack of entrepreneurs eager to squeeze big profits out of Australia’s growing love affair with juice on the go.”

**Australian Financial Review** “It’s a huge growth sector worldwide. Anything to do with improvements to one’s health, whether it be through exercise or eating or mind discipline, has enormous awareness worldwide. Business in those areas are experiencing a lot of customer demand.”

**The Age** “Boost Juice blends success that’s overflowing!”

**Wealth Creator** “Boost is an appropriate name considering the staggering growth this company has achieved. Boost Juice is doubling its revenue every three months, and now Janine’s company is opening a new store every week.”

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

**BRW - Business Review Weekly** “We don’t advertise for franchisees, but we are getting 100 enquiries a week including an average of 20 coming from overseas.”



# testimonials

Here's what our Australian Franchise Partners have to say...



**Kiran Patel**  
**Boost Broadway & Boost**  
**Macquarie NSW**

"Boost Juice's business model is one of the best I have come across – the Business operates with very good information systems, Boost VIBE club (Loyalty program), only 4-5 suppliers to deal with, and most importantly easy to find and manage staff (all my staff and myself love working at this fun environment). The marketing team is constantly working towards new ideas to promote the

products. Finally, I have found this business model very lucrative and it has given me a very good return on my investment.

We have been in the Boost Juice network since 2009 and have purchased two existing Boost Juice bars and I am in the process of opening two new Juice Bars. After our success, I have recommended this franchise business to many of my friends and I will continue to do so."

**Rachel Meuris**  
**Boost Glenelg &**  
**Salsa's Marion SA**

"It is a pleasure to be involved in such professional organisations of Boost and Salsa's. Together with my family and my staff, I love to work with such positive growing brands"



**Cheryl Dormer**  
**Boost Kotara & Boost Charlestown Square NSW**

"The help I have received from Head Office, the support staff, marketing team and my Franchise Business Consultant is something not a lot of other companies offer and the IT, systems & procedures that are available to me, are fabulous & such a big help in the successful & smooth running of my business!"

**Daniel Ashton**  
**Boost Mobeel Perth WA**

"I love Boost Juice for all of the variety and fun I have whilst working in a bright, fresh and healthy environment. Plus I'm apart of what is becoming one of the worlds most loved brands!"



**Clyde Boyer**  
**Boost Chadstone & Boost Knox VIC**

"Boost has been an integral part of our family life for the past 7 years.....We live it and breathe it.....Best business decision I have made in 25 years in retail."

# testimonials

Here's what our International Master Franchise Partners have to say...



**Nick Tiernan**  
**Boost Malaysia &**  
**Boost Singapore**

We came from a management consultancy background with global blue chip companies as clients. We were working in Melbourne and first saw Boost as consumers. We instantly became fans and it was a short step to seeing the opportunity

to bring it to Malaysia and Singapore. Ever since we opened our first store at Suria KLCC in Kuala Lumpur in June 2009 we have been on a Boost roller coaster ride! The customer reaction and sales have been great and we have expanded rapidly. There is no doubt that Boost has some 'brand magic' about it and is a world class product. Whether you are in Sydney, Singapore or KL, the customer reaction when they first taste a mango magic is the same - one of sheer delight!

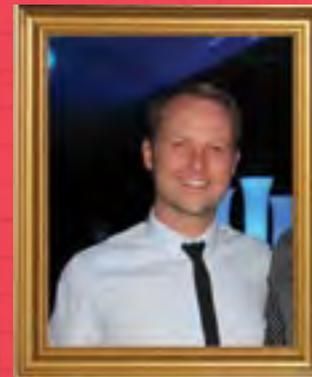
**Mike Bray**  
**Boost South Africa**

"Boost is just an incredible success story, the brand ethos is just so alive in every element of the company. It is no longer a dream or vision, it is a reality. Everyday that passes, Boost are a day closer to creating the worlds most loved smoothie brand !"



**Richard O'Sullivan**  
**Boost UK**

"Of all the businesses we've been involved with..... Boost is the only one that makes us smile EVERY day... it evokes an emotional response from customer and all involved!"



**Florian Gorzny**  
**Boost Germany**

"I'm working with different franchise businesses, but there is nothing comparable to the energy and passion Boost gives every day..."

**Robert Tohver**  
**Boost The Baltics**

"We believe in being pioneers in our market and bringing new and exciting concepts to the Baltic's. The Boost concept of Love Life is something we believe our market needs and we believe the combination of fresh, healthy and Australiana is a huge positive for our consumers. The smoothie and wheatgrass concept is new to our markets and we have a great opportunity to educate our consumers on the idea of healthy eating and nutrition. The feeling of camaraderie between the Boost International team, the support system, and the fact that we can ask our sometimes "stupid" questions as we learn the Boost systems and procedures is a great reason to be part of the Boost network."

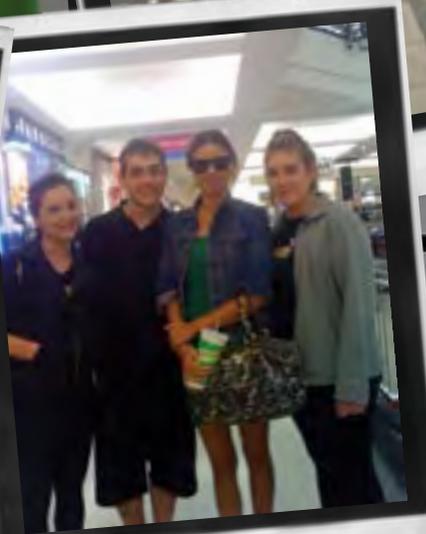




**Carson Kressley** TV Host and Fashion Expert



**Tom Williams** Australian TV Personality



**Miranda Kerr** Victoria's Secret Angel

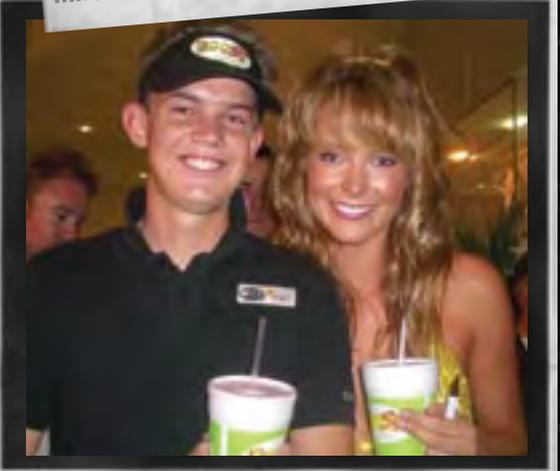
# celebrities at boost



**Nicole Richie** Fashion Designer and TV Personality  
**Joel Madden** Musician



**Orlando Bloom** Actor



**Jennifer Hawkins** Miss Universe 2004 & Model

nothing  
worthwhile  
was ever  
achieved  
without  
enthusiasm



# welcome to the RETAIL

“it’s all about the customer, we build  
brands one customer at a time”



# RETAIL ZOO

After 10 years, Boost has evolved from a single focus, one brand company to a business platform whose strength is its back end of support services that is capable of being plugged into and generating **high performance growth** in proven and profitable retail businesses.

Our Retail Zoo has grown to include Boost Juice Australia, Boost Juice International and Salsa's Fresh Mex Grill all utilising a collaboration of collective support services that provide everything a retail business needs behind it to be successful. With **nurture, care and experience**, the Retail Zoo has the expertise for any retailer to join us and maximize their growth potential

#### Vision:

To provide the perfect supportive environment for growing, protecting and nurturing a menagerie of retail brands.

#### Mission:

To recognise and recruit the best people and the best brands and together, outperform expectations in both performance and profit.

## the riverside company



The Riverside Company is a global private equity firm that acquires growing enterprises valued at up to \$200 million. The firm partners with strong management teams and enhances its investments through acquisitions and organic growth. Since its founding in 1988, Riverside has invested in over 245 transactions with a total enterprise value of more than **\$5.8 billion**.

The firm's portfolio in North America, Europe and the Asia-Pacific region includes over **70 companies** with roughly 13,000 employees. Riverside completes acquisitions smoothly thanks to \$3.4 billion in assets under management, more than **195 professionals** in 19 offices, and longstanding relationships with partner lenders.



In October 2007 The Retail Zoo, purchased Salsa's hoping to make it Australia's biggest and best Fresh Mex shop and with access to our growth platform and support services, that dream is already becoming a reality!

In 2006, Janine discovered this style of Mexican cooking called Fresh Mex. After one mouthful she was hooked and knew she had found her next big thing. She checked out Fresh Mex sales figures in the US and discovered it was one of the hottest and fastest growing categories of 'fast casual' food in the world.

Janine attributes the appeal Fresh Mex has in the fast food market to "It's a style of cooking that comes with strong visual associations. Mexico is known for being bright and bold and these features work well in-store and on packaging. The product is fabulous. It's fresh, healthy, easy to prepare, fast to serve and tastes great".

The partnership with Retail Zoo means that Salsa's has access to an amazing growth platform and support services. We're on a mission (and we won't be stopped) to revolutionise Mexican food and make Salsa's the leading Fresh Mex brand in Australia.

Currently there are over 25 Salsa's outlets around Australia with big plans for the years ahead to match the previous success story of Boost Juice.



MEXICAN  
LIKE YOU'VE  
NEVER TASTED  
BEFORE



## meet the think tank

### **Janine Allis Founder, Managing Director of the Retail Zoo**

Janine Allis is the founder and Managing Director of Boost Juice Pty Ltd. Janine opened the first two company (Boost Juice Pty Ltd) owned stores in Adelaide in 2000, designing the store layout, sourcing equipment, negotiating supply of produce, training key staff, researching and developing products and developing operating systems. Today, Boost has over 180 stores throughout Australia and in more than 16 countries around the world.

Janine has experience across a wide range of industries. Previously she worked as a publicist in the arts and entertainment industries, a cinema manager in Australia and Singapore, an advertising executive and head stewardess on David Bowie's yacht.

In 2004 Janine was also recognised as Telstra Australia Business Women of the Year. Today Janine is the Managing Director of the Retail Zoo

### **Jeff Allis Co-Founder, CEO of the Retail Zoo**

Jeff Allis was with Austereo Pty Ltd from 1985 to 2005. As Group Program Director for the company, his position since 1998, Jeff was responsible for the ratings for all Austereo Pty Ltd radio stations nationally. In his time at Austereo Pty Ltd, Jeff had been the Program Director of MMM and Fox FM in Melbourne. When working with both FOX FM and Triple M he took each station to the number one ratings position. Under Jeff's management Fox FM achieved its highest rating. In 2005 Jeff joined Boost Juice as Director of Brand Development / Marketing and in 2007 Jeff was appointed the Chief Executive Officer of the Boost Investment Group, now the Retail Zoo.



**“From small ideas,  
big things happen”**



**Stuart Baxter Riverside Managing Partner, The Riverside Company**

Stuart joined Riverside in 1997. As Fund Manager of the RAF fund family, he leads the Transacting and Operating teams in the acquisition, growth and sale of portfolio companies, as well as the development of the strategic direction of the funds. Previously, he was Director of Crimson Capital's Czech Restructuring and Privatization Group for two years. Prior to that, Stuart was President of AI International Corporation, the U.S.-based holding company for a high-net-worth Kuwaiti family. He spent 12 years at AI, managing various operating businesses, venture capital and real estate portfolios and executing over 30 acquisitions. He began his career in investment banking in 1980 as an analyst at Credit Suisse First Boston. Stuart holds a BA in economics from Stanford University.

**Scott Meneilly General Manager Boost Juice Bars, COO of the Retail Zoo**

After successfully running the global operations of Boost Juice Bars, Scott was appointed as the General Manager in June 2009 and was later appointed the Chief Operations Officer of Retail Zoo in August of 2010.

Scott has had a very diverse career that commenced with the Southern Pacific Hotel Corporation. Over the last two decades, he has owned and had active shareholdings in multiple business spanning various retail categories. With strengths in operational excellence and a career devoted to building businesses, Scott has been integral in the building and development of multi unit businesses in both Australia and the US. Prior to working for Boost, Scott was the CEO of franchised business Body Bronze International.

**Simon Feiglin Riverside Partner, Melbourne**

Simon Feiglin joined Riverside in 2007 and opened the firm's Melbourne, Australia office in 2009. He was previously a founding partner of Silver Oak Services Partners, a private equity fund focused on investing in the services sector. Prior to that, Mr. Feiglin was the Vice President of Corporate Development at CBIZ Inc., where he managed the merger, acquisition and divestiture effort for a \$600 million publicly traded company. He also spent four years at Morgenthaler Partners, a private equity firm. Mr. Feiglin earned a BBA with High Distinction from the University of Michigan and an MBA with Distinction from Northwestern University's Kellogg School of Management.

**Mark Slattery CFO of the Retail Zoo**

Mark has worked the last 20 years in the retail industry specialising mainly in the finance area. Mark is currently the CFO for the Retail Zoo and has held this position for the past 3 years. Prior to this Mark was CEO of Ed Harry, a menswear chain with 180 stores. Prior to this, Mark was the CFO for publicly listed Oroton Group. He has also held senior finance roles with Gazal and also the Sussan Group. Mark holds a Bachelor of Business (Accounting) and is also a CPA.

**Olivia Elsley General Manager Boost Juice International**

Olivia is a dynamic and talented executive who runs our International section of Boost Juice bars. Her diverse background of franchising, marketing and F&B, enables her to fully understand what makes a profitable business. During Olivia's almost 5 year tenure with Boost she has been focused on the global franchised operations and training and 3 years ago Olivia shifted her focus exclusively to the international department accepting the role of General Manager of International. She is responsible for opening 95% of all Boost Countries operating outside of Australia and for further expanding the Boost portfolio overseas.

**“there is a better way  
and we strive to find it  
everyday”**



“the window of opportunity won't open itself”



**BOOST**<sup>®</sup>  
Juice bars



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