



AWARD WINNING SMOOTHIE & JUICE CHAIN

2014, ARN Finalist, Airport Franchisor of the Year

2016, ARN Finalist, Airport Franchisor of the Year

2016, ARN Finalist, Store Design, Small Operator-Toronto Pearson T1

2016, ICSC Silver Award Winner, Best Store Design, Toronto Pearson T1

2017, FAB Finalist, Store Design, Toronto Pearson T3

2019, FAB Regional Winner for all of the Americas; Best Smoothie & Juice Chain, Toronto Pearson T3

HI, WE'RE BOOSTER JUICE

Thank you for your interest in Booster Juice! We hope this booklet will illustrate what we're all about, and get you excited about joining our team.

Since opening our doors in 1999, we have become Canada's original juice and smoothie bar. Our mission is strong but simple. We create long-standing customer relationships by consistently delivering an incredibly delicious, convenient and nutritious product, perfectly suited for an active lifestyle.

That commitment extends to our franchise partners, who we support every step of the way. After all, our franchise partners are invaluable members of our growing family.

We've highlighted all the ways we support our franchise partners and help them to achieve success. We cover everything from marketing and brand awareness, to international and non-traditional opportunities. You'll learn about our comprehensive training program, innovative store design, and site selection process.

There has never been a better time to join Booster Juice. As market leaders in this rapidly expanding industry, we are well-positioned for growth. In fact, we have new stores opening up across Canada at a record pace. It's been an incredible journey, and we're just getting started. Ready to join us?



Dale S. Wishewan,
President & CEO

Dale is the Founder, President & CEO of Booster Juice; in addition to his numerous business awards and philanthropic endeavours, Dale is part owner of the Vegas Golden Knights (NHL), the AFC Bournemouth (Premier League, UK), and has ownership equity in a number of other sports teams.





BOOSTER JUICE BRAND PROMISE

“Offer premium products while providing an extraordinary customer experience in a clean and safe environment.”



1999



2007



2017

OUR RECIPE FOR SUCCESS

Booster Juice is leading the way in the quick-service restaurant category. Our classic smoothies have helped us achieve unimaginable growth, and the key ingredient is our brand promise: to offer premium products while providing an extraordinary customer experience in a clean and safe environment.

In our 25th year of business, our menu has expanded. In addition to innovative superfoods like wheatgrass, matcha and açai, we've added Smoothie Bowls and Protein Booster Balls.

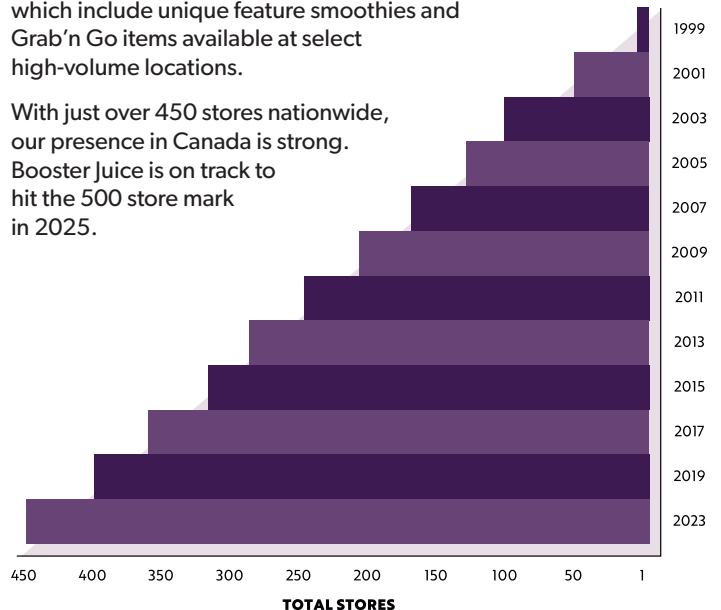
Innovation is key. But the real secret to our success is carefully crafted smoothies – over 30 varieties – packed with the highest quality fruit, vegetables and natural sorbet, blended with delicious juice, yogurt and herbal/nutritional Boosters. The result is a bold taste coupled with amazing nutrients. Many of our smoothies contain a full day's serving of fruit!

Vegetable-based smoothies are a popular option for health-conscious customers. Our Refresh smoothies incorporate fresh, never-frozen vegetables such as spinach, and kale. To accommodate allergies and food restrictions, we customize orders with easy additions and substitutions such as freshly squeezed juice or almond milk. Customers can feel good about choosing Booster Juice.

PERFORMANCE

A proud member of the Canadian Franchise Association (CFA), Booster Juice has seen record growth over the last 25 years with a steady increase in year over year store development. We've also seen double-digit year over year system-wide sales growth for the past decade. This is remarkable considering typical sales growth for the quick-service restaurant segment in Canada is between 3% – 5%. Booster Juice is a leader in new product offerings, which include unique feature smoothies and Grab'n Go items available at select high-volume locations.

With just over 450 stores nationwide, our presence in Canada is strong. Booster Juice is on track to hit the 500 store mark in 2025.



BRAND RECOGNITION

A STRONG, MEMORABLE BRAND

Booster Juice is dedicated to providing customers with a premium smoothie experience. Our stores and team members embody the Booster Juice lifestyle, serving nutritious products in a vibrant environment! This winning combination has allowed our Canadian-born company to become blended worldwide.

Booster Juice is a household brand with an iconic logo. Franchise partners receive the benefit of strong national brand recognition and an internal marketing team to execute regional and national campaigns year-round.

OUR AUDIENCE

Booster Juice offers products for all ages. Our strategic advertising targets various demographics with unique, meaningful messages. Our most loyal customer base includes astute men and women ranging from ages 15 – 35. Post-secondary students, professionals and young families make up a substantial portion of our customer base, with the most frequent visitors skewing slightly female (60/40).

A FULLY INTEGRATED MARKETING STRATEGY

We consider our audience (and many other factors) for every new campaign or product launch, resulting in a fully integrated marketing program. Our yearly marketing calendar incorporates several advertising platforms such as non-traditional media, programmatic audio, experiential marketing, community partnerships and social media.



CORE VALUES

Our mission is bolstered by our strong core values. Core values provide a road map that ensures we're all on the same path, following consistent guidelines, and leaving a rock solid impression on our customers across all locations. Our core values are as follows:

- Respect
- Mutual accountability
- Passion
- Responsive communication
- Team mentality
- Quality and innovative products

UNIQUE INSIGHTS

Our turnkey costs range from \$370,000 - \$430,000 and include:

- Initial franchise fees
- All store design, starting inventory and development costs (leasehold costs, equipment, signage)

Applicants require a minimum net worth of \$500,000. Banks typically require a minimum of \$125,000 in unencumbered cash in order to qualify for small business loan (SBL) financing. Franchise royalties are 6% and all stores contribute 3.5% of their net sales to the brand marketing fund, managed by head office.

Raj & Angie Chokker

Multi-unit Franchise Partners
Pearson International Airport





We are continuing
to grow & looking for
more Franchise Partners
for new store openings!

**COME JOIN THE
BOOSTER JUICE
FAMILY!**

Ana & Zoran Bezarevic
Multi-unit Franchise Partners
Windsor & Surrounding Region

Tap Into Refreshment With Our

BOOSTER 'Tea Blends'



MANGO TEAZER
PINEAPPLE JUICE, FRESHLY STEEPED GREEN TEA AND TOPPED WITH MANGOS (60 Cals)

TROPICAL TEAZER
PASSION FRUIT, GUAVA, FRESH ORANGE JUICE, FRESHLY STEEPED GREEN TEA AND TOPPED WITH BLUEBERRIES (65 Cals)

7 - 9 mg OF CAFFEINE

NEW

PROTEIN BOOSTER BALLS

ENJOY 1 FOR \$2.75, 2 FOR \$5.00, OR 3 FOR \$6.25 TODAY!

Available in 3 FLAVOURS including Chocolate Chip, Double Chocolate, & Oatmeal Coconut! (140-480 Calories)



BOOSTER JUICE

Our Paper Straws

We've done our homework for the perfect straw that holds up while drinking your favourite Booster Juice!

- 100% Recycled
- 100% Plant Based
- 100% Compostable




BE MERRY WITH OUR NEW

GINGERBREAD



AVAILABLE FOR FREE
and more!

A FORTIFY BLEND OF BANANAS, VANILLA GAT MILK, CACAO, VANILLA PROTEIN YOGURT AND GINGERBREAD SPICE. 200 - 400 CALS. AVAILABLE FROM LIMITED TIME ONLY.

*Available only from 10am to 6pm. Not available with other offers. © 2023 Booster Juice. All rights reserved.



EARN BERRY POINTS TODAY!
 \$1 = 1 BERRY POINT
 ON THE BOOSTER JUICE APP!



BOOSTER JUICE
 GET A **FREE DRINK**
 FOR THE NAMES OF THE DAY!



MIX & MATCHA

Matcha On My Mind Booster Blend
 Matcha green tea, vanilla oat beverage, honey. 240 Cals

NEW! Tropical Matcha
 Matcha green tea, pineapple, mangoes, vanilla oat beverage, vanilla frozen yogurt. 240-470 Cals

NEW! Matcha Chip Booster Ball
 Matcha green tea, almond flour, coconut, agave and chocolate chips. 150 Cals

Tropical Matcha and Matcha Chip Booster Ball only available for a limited time.

Best Blends FOREVER
 Find your perfect match

ORANGES 'N CREAM (240 Cals)
 ALMIGHTY AGAVE (150 Cals)
 MATCHA ON MY MIND

Booster Juice



...HEALTHY • JEALOUS • FANTASTIC • FEEL-GOOD • FIT • GOOD-HEALTH • HAPPINESS • HEALTHY



INNOVATIVE STORE DESIGN

Bright, energetic in-store design reflects our unprecedented product quality and simplicity. We generate the vast majority of sales through smoothies and juices, allowing us to operate in very small spaces ranging from 135 to 1,500 square feet. In addition, our stores require minimal labour and can be built in a variety of locations, including malls, airports, kiosks, in-line units and stand-alone stores.

We're not the only ones fond of our design. Booster Juice has been recognized with many design awards. Our most recent award was the ICSC's Fast Food Retail Store Design Award - Silver 2015, for the exceptionally innovative and attractive Booster Juice store design at Pearson Airport, Terminal 1 pre-security.

Our Fit & Fun location at Pearson Airport, Terminal 3 was awarded FAB's Regional award for the Americas for "Best Airport Smoothie & Juice concept".



Key Booster Juice design elements include the following:

- Neutral wood tone to complement the energy of our brand colours
- Crisp countertops that contrast the surrounding hues spotlighting the activity of the space
- Bold and captivating wall graphics that enforce the brand identity
- Cohesive brand marketing within design elements
- Functional integration of geometry into the architecture
- Layering of finishes to create depth and textures
- Custom wall and window graphics

TRADITIONAL



950-1,200 sq. ft
8-12 seating capacity

TRADITIONAL (SMALL FORMAT)



550-950 sq. ft
0-9 seating capacity

KIOSK



120-400 sq. ft
Grab and Go (no seating)











NATIONAL & INTERNATIONAL GROWTH

FROM LOCAL TO GLOBAL

In 1999, Booster Juice opened its first store in Sherwood Park, Alberta. The response was enormous. Since then, we've taken off and landed in just over 450 locations across Canada, satisfying millions of smoothie lovers. But we didn't stop there. Booster Juice traveled abroad and settled in international locations too. We stay on the move with flexible opportunities for franchise partners, and we keep our brand fresh by adding innovative new products and ingredients from around the world.

SITE SELECTION

Booster Juice stores come in all shapes and sizes, formatted to fit in various locales. We select sites based on a number of factors including, but not limited to the following:

- Population density
- Pedestrian and vehicular access
- Parking availability
- Visibility and signage opportunities
- Regional demographics

With just over 450 locations and counting, Booster Juice is primed for growth. To break it down, you'll find us in 11 airport locations, 40 college and university campuses, 64 malls, as well as several gyms, hospitals, recreation centres, office buildings and many more high traffic locations.



OUR AIRPORT STORES

Edmonton International Post Security, Alberta

Edmonton International, Trans Border

Halifax International, Post Security, Nova Scotia

Ottawa International, Post Security, Ontario

Toronto Pearson International, Terminal 1 Pre Security, Ontario

Toronto Pearson International, Terminal 1, Trans Border

Toronto Pearson International, Terminal 3, FIT & FUN

Toronto Pearson International, Terminal 3, Pier A

Saskatoon Airport, Post Security

Billy Bishop Toronto City Airport

SUPPORT & TRAINING

Our franchise partners are like family—and we're truly devoted to each and every one of them. We offer extensive support and training to help you achieve success every step of the way.

Here are a few ways we offer unlimited support:

- Turnkey solutions for site selection and lease negotiation
- Use of "praised and proven" Booster Juice systems
- Step-by-step support during store development
- Complete equipment and store design packages
- Extensive training program
- Industry leading marketing and merchandising
- Established distribution system and buying power to lower product cost to your bottom line
- Confidential Operations manuals

We're proud of where we've been, and excited about where we're going. We hope you'll take the leap and join us for the ride. When you join our family, we're certain it won't take long for you to blend right in.

Booster Juice currently has franchise opportunities across Canada. Please proceed to apply on our website at boosterjuice.com/franchise-opportunities/



WHAT MAKES BOOSTER JUICE SPECIAL!

- Our signature item – our Booster Juice smoothies - are made from pure juice, incredible fruits imported from South America and Asia.
- Our non-fat sorbets, probiotic yogurt and a choice of health enhancing herbal supplements that we call “Boosters”.
- Our smoothies and juices are complemented by our popular wheatgrass, super fruits such as açai (Brazilian power berry), Matcha green tea and an array of delicious sandwiches and other healthy snacks like our Booster Balls.
- Our products are ideal for morning and afternoon snacks, for lunch, meal replacement - anytime throughout the day, and enjoyed by all age groups.
- Our products are a healthy alternative to traditional fast food.
- Our products are portable; easily consumed by families on the go with tight timelines and the need for healthy nutrition.



FRANCHISE OPPORTUNITIES AVAILABLE IN

- Montreal
- Laval, Gatineau/Hull
- Other parts of Quebec
- All other parts of Canada
- Select Canadian & US Airports
- Non Trad Locations
(University Campuses,
Recreational Centres, etc.)



JOIN THE BOOSTER JUICE FAMILY!

APPLY TODAY

CANADIAN BORN, BLENDED WORLDWIDE



BOOSTERJUICE.COM

