



# OUR LANDLORD PRESENTATION

2024

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

[www.boosterjuice.com](http://www.boosterjuice.com)

## A WORD FROM OUR PRESIDENT & CEO

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We thank you for your interest in Booster Juice, Canada's premier Smoothie and Juice chain - operating over 450 stores across Canada (in every Province and Territory).

Since opening our doors in 1999, we have become a much beloved QSR brand in Canada. Our mission is strong yet simple, we create long-standing relationships with Landlords and with our Customers by consistently delivering incredibly delicious, convenient, nutritious and portable products.

Booster Juice is a very versatile brand that appeals to all day parts; Locations vary from malls, plazas, airports, street front etc.

There has never been a better time to work with Booster Juice. As a market leader in this rapidly expanding category, We are well positioned for growth in Canada; in fact, we continue to open stores at the rate of 40 NEW stores annually and comp sales are positively trending double digit.

We anticipate opening our first DRIVE THRU store later this year; we continue to bring new innovative products to market; we have partnered with RJ Barrett formerly of the NBA's New York Knicks and now a Toronto Raptor and Canada's Olympic Basketball Team to be our Brand Spokesperson and Franchise Partner.

It's been an incredible journey & we still have miles to go. Exciting!



**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.



## OUR MISSION: THE ULTIMATE SMOOTHIE EXPERIENCE

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Booster Juice is a juice and smoothie bar dedicated to providing customers with a premium smoothie experience. Our stores, people and products are energetic, fun, natural, and delicious – a perfect fit for those with a busy or active lifestyle. It's this winning combination that has helped us become a worldwide success, after opening our flagship store in 1999. Today, there are many places where people no longer say the word smoothie – it's simply a Booster Juice!



## UNIQUE STORE DESIGN

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The cornerstone of our concept is unprecedented product quality and simplicity. Our unique store designs reflect this thought – engineered to be bright and energetic. We generate the vast majority of our sales through our smoothies and juices, which allows us to operate in very small spaces, with minimal labour and without conflicting with other food-service units. Our stores are found in a variety of locations, including malls, airports, kiosks, in-line units and stand-alone stores.

Booster Juice has also been recognized with many awards for store design, the most recent of which includes 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.





## HERE IS WHY YOU WANT BOOSTER JUICE IN YOUR LOCATIONS:

- We are Canada's premier and most recognized Smoothie and Juice chain
- Booster Juice will help improve your overall tenant mix and give customers a healthy fast food option
- Our high quality fixturing and tenant improvements raise the bar for tenants around us
- We consistently perform highly by providing an exceptional customer EXPERIENCE
- We are on track to achieve strong growth in 2024; opening 30-40 new stores annually
- Our growth targets are real and that means deals
- Flexible, vibrant, attractive store designs by our in-house Store Design Team – that do not require ventilation
- Our sales are not specific to certain time periods and therefore we are a constant draw of customers into your centres
- Booster Juice owns market share in Canada in this ever growing category; We currently have more stores in Canada than all of our direct competitors combined; this truly means market dominance
- We bring new energy, traffic and loyalty to malls, food courts, kiosks, outdoor centre locations

## INNOVATIVE STORE DESIGN:

Bright, energetic in-store design reflects our unprecedented product quality and simplicity; We are not the only ones fond of our store designs. Our FIT & FUN store at Toronto Pearson Terminal 3 POST security won FAB's global prestigious award – Best Airport Smoothie concept in all of the Americas!

Key Booster Juice design elements include the following:

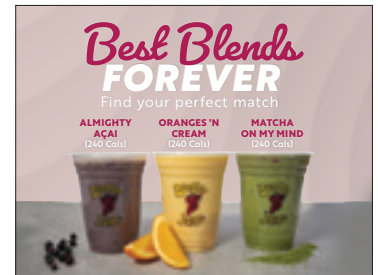
- Vibrant bold colors that complement the energy of our brand
- Captivating wall graphics that enforce the Booster Juice brand identity
- Crisp white corian counter tops that contrast the surrounding hues – spotlighting the activity of the space
- Functional integration of geometry and ergonomics into the design
- Layering of finishes to create depth and textures
- Custom wall and window graphics, and positive messaging



## WHAT TYPE OF LOCATIONS ARE WE LOOKING FOR?

- Grocery anchored plaza; 700-1300 sq. ft.
- Great performing food courts; 200-400 sq. ft.
- Strip malls with strong anchors; up to 1300 sq. ft.; amid dense residential; ideally high schools in proximity/ample parking
- High exposure, high pedestrian store fronts; 700-1300 sq. ft./convenient parking
- Minimum frontage of 16 ft.
- Drive Thru; up to 1300 sq. ft.
- In-line small spaces; 300-600 sq. ft.
- Airports, College campuses, Rec Centres, Fitness clubs (select)
- Primary and Secondary markets across Canada (base population over 10K)
- Mid-high household income demographics

## STRONG BRAND RECOGNITION





<h3>CLASSICS</h3> <p>\$7.99   \$5.29</p> <p><b>STRAWBERRY SUNSHINE</b> -Strawberries - Bananas - Passion fruit -Guava - Probiotic yogurt - 280   150 Cals</p> <p><b>PIRATES NECTAR</b> -Raspberries - Pineapples - Pomegranate -Cranberry - Probiotic yogurt - 280   140 Cals</p> <p><b>VERY BERRY</b> -Blueberries - Raspberries - Strawberry -Cranberry - Probiotic yogurt - 280   140 Cals</p> <p><b>MANGO HURRICANE</b> -Mango - Strawberry - Passion fruit -Guava - Probiotic yogurt - 280   140 Cals</p> <p><b>TROPICAL TORNADO</b> -Mango - Bananas - Strawberry -Pineapple - Probiotic yogurt - 280   170 Cals</p> <p><b>MEANWHILE SUNSET</b> -Raspberries - Bananas - Mango -Passion fruit - Guava - Probiotic yogurt -Vanilla frozen yogurt - 270   130 Cals</p>	<h3>HIGH PROTEIN</h3> <p>\$4.29</p> <p><b>BANANAS-A-WHEY</b> -Bananas - Pineapple - Vanilla frozen yogurt -Skin milk - Whey protein 25 g - 280 Cals</p> <p><b>RIPPED BERRY</b> -Blueberries - Cranberry - Skin milk -Raspberries - Vanilla frozen yogurt - Honey -Whey protein 25 g - 280 Cals</p> <p><b>STRAWBERRY STORM</b> -Strawberries - Cranberry - Vanilla frozen yogurt -Raspberries - Whey protein 23 g - 280 Cals</p> <p><b>NUTTYN' BETTER</b> -Reobuter® - Pineapple - Skin milk - Bananas -Vanilla frozen yogurt - Whey protein 20 g - 300 Cals</p>	<h3>SPIRIT</h3> <p>\$7.99   \$5.29</p> <p><b>MANGO OSCLE</b> -Mango - Pineapple -Vanilla frozen yogurt - 280   130 Cals</p> <p><b>FUNKY MONKEY</b> -Bananas - Chocolate almond beverage -Vanilla frozen yogurt - 400   280 Cals</p> <p><b>CANADIAN COLADA</b> -Pineapples - Bananas - Probiotic yogurt -Coconut - Vanilla frozen yogurt - 370   160 Cals</p> <p><b>BERRY CREAM SENSATION</b> -Strawberries - Blueberries - Guava -Passion fruit - Probiotic yogurt -Vanilla frozen yogurt - 280   130 Cals</p> <p><b>PINEAPPLE FREEZE</b> -Pineapple - Strawberries - Probiotic yogurt -Bananas - Vanilla frozen yogurt - 370   180 Cals</p> <p><b>QAT-RAGEOUS MOCHA</b> -Coffee - Bananas - Vanilla frozen yogurt -Coconut - Vanilla soft beverage - 440   230 Cals</p>	<h3>SUPERFOOD</h3> <p>\$4.29   \$5.49</p> <p><b>BRAZILIAN THUNDER</b> -Acai - Bananas - Raspberries - Strawberry -Probiotic yogurt - 410   230 Cals</p> <p><b>OCEAN MIST</b> -Strawberries - Bananas - Passion fruit -Mango - Guava - Collagen - 310   130 Cals</p> <p><b>MATCHA MOONSOON</b> -Matcha Green Tea - Vanilla frozen yogurt -Vanilla almond beverage - 280   140 Cals</p> <p><b>POMEGRANATE PASSION</b> -Raspberries - Probiotic yogurt -Strawberries - Vanilla frozen yogurt -Pomegranate - 280   140 Cals</p> <p><b>LEMON BERRY</b> -Strawberries - Pineapples - Lemons -Cranberry - Pomegranate - 280   140 Cals</p>	<h3>SUPERFOOD+</h3> <p>\$4.99</p> <p><b>HIGH IMPACT ACAI</b> -Acai - Cranberry - Raspberries - Skin milk -Vanilla frozen yogurt - Whey protein 25 g - 470 Cals</p> <p><b>MIND OVER MATCHA</b> -Matcha Green Tea - Blueberries -Vanilla almond beverage - Vanilla frozen yogurt -Whey protein 23 g - 280 Cals</p> <p><b>ACAÍ AVALANCHE</b> -Acai - Spinach - Vanilla soft beverage -Blueberries - Strawberries - Vanilla frozen yogurt -Whey protein 23 g - 300 Cals</p> <p><b>POMEGRANATE PUNCH</b> -Pomegranate - Strawberries - Raspberries - Bananas -Vanilla frozen yogurt - Whey protein 23 g - 340 Cals</p>	<h3>REFRESH</h3> <p>\$4.99   \$3.99</p> <p><b>SPINACH IS IN IT</b> -Spinach - Mango - Apple -Acai - 320   180 Cals</p> <p><b>COCO CRUSH</b> -Coconut water - Coconut - Bananas -Pineapples - 290   130 Cals</p> <p><b>TROPIC KALE</b> -Mango - Bananas - Pineapple -Kale - Apples - 290   140 Cals</p> <p><b>WILDBERRY RUSH</b> -Coconut water - Basil - Blueberries -Apples - Strawberries - 180   90 Cals</p>
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All prices listed in all locations. \*Mocha and matcha lattes 15 and above need an average of 1200 calories a day, and contain sugar to 100 mg or average of 1200 calories a day. Please, consult your doctor.

Regular (270 ml) | Small (200 ml) | Medium/Large (480 ml)

<h3>BOOSTER BLENDS</h3> <p>400 ml</p> <p><b>MANGO TEAZER</b> \$4.99 -Green Tea - Mango - Pineapple - 60 Cals</p> <p><b>TROPICAL TEAZER</b> \$4.99 -Green Tea - Blueberries - Guava -Passion fruit - Orange - 45 Cals</p> <p><b>ORANGES 'N CREAM</b> \$2.99 -Orange - Vanilla frozen yogurt -Vanilla soft beverage - 240 Cals</p> <p><b>MATCHA ON MY MIND</b> \$3.99 -Matcha Green Tea - Honey -Vanilla soft beverage - 240 Cals</p> <p><b>ALMONDY ACAI</b> \$3.99 -Acai - Vanilla soft beverage -Blueberry - 240 Cals</p>	<h3>FRESH JUICES</h3> <p>\$7.99</p> <p><b>HEAVENLY HORIZON</b> -Apples - Lemons - Ginger -Pineapples - 270 Cals</p> <p><b>STRAWBERRY LEMON AID</b> -Strawberries - Lemons - Apples -Ginger - Carrots - 240 Cals</p> <p><b>RED SUNRISE</b> -Berries - Carrots -Apples - 170 Cals</p> <p><b>GINGER HAMMER</b> -Ginger - Carrots - Apples - 180 Cals</p> <p><b>MAUI JUICE</b> -Oranges - Bananas -Pineapples - 270 Cals</p> <p><b>HAIL TO THE KALE</b> -Kale - Apples - Ginger -Lemons - Basil - 140 Cals</p> <p><b>SAVITY SQUEEZE</b> -Oranges - Strawberries -Apples - 180 Cals</p> <p><b>CELERY JUICE</b> -60 Cals - \$8.99</p> <p><small>Ask us for freshly squeezed apple, carrot or orange juice - 220   100   220 Cals</small></p>
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<h3>SHOTS</h3> <p>30ml 30ml</p> <p><b>LEMON &amp; GINGER</b> - 15   10 Cals \$3.79 \$2.79</p> <p><b>LEMON, GINGER, TURMERIC &amp; COCONUT WATER</b> - 15   10 Cals \$3.79 \$2.79</p> <p><b>APPLE, LEMON, GINGER</b> - 30   15 Cals \$3.79 \$2.79</p> <p><b>FRESHY HEADGRASS</b> - 10   4 Cals \$3.89 \$3.89</p>	<h3>BOWLS</h3> <p>\$7.29 (400 ml)</p> <p><b>ACAÍ ENERGY BOWL</b> -Acai - Vanilla soft beverage - Spinach - Strawberries -Topped with fresh bananas and granola - 420 Cals</p> <p><b>SWEET GREENS BOWL</b> -Kale - Spinach - Pineapple - Mango -Topped with chia seeds and hemp hearts - 230 Cals</p>
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#### MAKE IT A COMBO!

Combo	Calories	Price
Regular - Any regular size smoothie and wrap/sandwich	540-770	\$7.99
Small - Any small size smoothie and wrap/sandwich	440-670	\$7.49
Large - Any large size smoothie and wrap/sandwich	640-870	\$7.99
Extra - Extra protein and supplements	680-920	\$7.49
Triple - Any regular size smoothie, single shot including wholegrain bread and Booster Ball	550-670	\$7.99

