



Our story...

The first **Booster Juice** was opened in Sherwood Park, Alberta in November 1999 by Dale S. Wishewan, Booster Juice President & CEO, a guy who thought it would be a good idea to sell smoothies in the middle of a Canadian winter. Turns out, taste trumps temperature, and today there are over 450 locations and still growing new stores at the rate of '30 plus' per year.

Booster Juice serves its intensely loyal customers a delicious, convenient and healthy alternative to fast food. In addition to our signature smoothies, our menu offers fresh-squeezed juices, hot food, snacks and our new Protein Balls. Booster Juice is a vibrant brand that attracts an active clientele searching for a healthy alternative to fast food.

Booster Juice currently operates over 450 stores across Canada. **Booster Juice** grew quickly in Western Canada however growth in the past few years has concentrated on Eastern Canada and we are still pursuing aggressive growth throughout Canada.

We are the dominant player in the fast growing 'juice/smoothie' segment in Canada. **Booster Juice** is almost six (6) times larger than its nearest competitor! We are currently on track to open 40 new stores in Canada this year.

Booster Juice Development Plans...

Booster Juice currently operates 11 airport stores across Canada along with TRAIN station stores & university campus stores. We are in preliminary talks with select US airports for store opportunities.

Years ago, Booster Juice had stores in Saudi Arabia, UAE, India, Netherlands, Mexico and Brazil.

Presently, our trade marks are registered in: Brazil, Bahrain, Colombia, Costa Rica, China, Cyprus, EU (27 countries), India, Ireland, Japan, Kuwait, Lebanon, Malaysia, Mexico, Oman, Pakistan, Qatar, Panama, Saudi Arabia, UAE, UK, Venezuela, USA

Why Booster Juice?

1. **Booster Juice** has been enjoying positive comp sales growth over the past 9 years. Pretty remarkable as typically food service sales growth in Canada has been flat.
2. **Booster Juice** has been on the leading edge with new product development. This includes new products such as:



1. ACAI – one of the world’s great super fruits from the Amazon (Brazil)
2. MATCHA GREEN TEA – Japan’s purest form of Green Tea
3. A line of High Protein and vegetable based Smoothies
4. Protein Booster Balls
5. An soon Nova Bakes -inspired by Nova Scotia Oat Cakes



ECO FRIENDLY PROGRAM:

- Recyclable Smoothie cups & biodegradable straws
- Recyclable packaging

More About Booster Juice...

1. Our primary customer demographic is very broad, running from ages 12 – 55, with the strongest category in the 17 – 35 age range. Generally, our customers are well educated, concerned about and lead healthy lifestyles.
2. Our TURNKEY store cost is typically \$390,00(in Canada) and including initial franchise fee, equipment, construction, signage & the first inventory, all store design and development costs – Franchise royalties are 6% and all stores contribute 3.5% of sales to our Marketing Fund.
3. We have been operating for 23 years and are proud members of the Canadian Franchise Association (CFA) and associate members of CCUFSA. Our growth has been phenomenal.
4. Required net worth of \$450,000 minimum; Banks require liquid cash of \$100,000 minimum to secure SBL loans; we provide detailed TRAINING; we provide high levels of PRE & POST open support!

Booster Juice has won numerous Awards, particularly over the past years:

INTERNATIONAL FRANCHISING:

- **Net worth of \$1M USD**
- **Royalties are 4% and Marketing fees are 1%**
- **Markets are awarded based on multi store development OR market exclusivity**
- **Each market is valued out (US\$'s) based on set criteria**
- **We visit the market for an assessment, work with local suppliers to set up a Supply Line, design the store(s) and provide Management/Franchise training**
- **The local franchisee & the franchisor selects/approves the local sites; the local franchisee builds the store to our design specifications, sets up a supply line, attends training & helps train the staff**
- **Other details are listed in the LOI and the Master Franchise Agreement**

MARKETING:

- Booster Juice’s Brand Ambassador and Franchise Partner is RJ Barrett of the NBA’s Toronto Raptors; RJ is a young NBA super star and his values align with ours! We launched an RJ inspired Smoothie & his cut out images are in the stores
- Other media used to promote the brand are: radio, billboards, social media, digital advertising, print ads, Sports TV ads, etc
- Launched our NEW menu recently

- Launched our New Booster Juice Loyalty App recently
- Our President & CEO Dale Wishevan is a part owner of the NHL Stanley Cup champs Vegas Knights and AFC Bournemouth in the UK's Premier League; Booster Juice gets massive US Brand Exposure via US hockey game ads & baseball ads.

How to get involved with Booster Juice...

Once you have reviewed the information and assuming you wish to proceed further, we would be pleased to meet with you. Also, check out our website at www.boosterjuice.com. Thanks again for your interest in **Booster Juice**. We are excited, passionate and committed to building our franchising system through dedicated non trad partners who share the **Booster Juice** values and ideals.

Contact: Glenn Tucker, Director of Non-Trad & International Development(416 451 9024)/gtucker@boosterjuice.com or our Franchise Coordinator ESTHER at eolasehinde@boosterjuice.com; 587 985 7529



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