



**BOOSTER JUICE INTERNATIONAL
DEVELOPMENT PROGRAM**

IFE TRADE SHOW, NEW YORK CITY, 2024



INTERNATIONAL EXPANSION

- 450 stores in Canada
- Our trademarks are registered in 50 countries
- Awarding Regional or Master Rights to select countries
- ONLY multiple store development - not based on 1-2 stores
- International franchise fee plus 4% Royalties and 1% marketing fee
- High level of support at pre-open & post-open

A WORD FROM OUR PRESIDENT & CEO

Thank you for your interest in Booster Juice! We hope this illustrates 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.”



Our Paper Straws

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



Certified 100% biodegradable



Lower overall carbon footprint



Fully decomposed within 45 days



ENVIRONMENTAL AWARENESS PLAN

- All cut fruit is individually quick frozen to ensure the nutrient content and taste is preserved. This process also allows for exact measurement of product, which reduces waste and allows for consistent tasting product nationwide.
- New Compostable Straws & Packaging – our straws are certified 100% biodegradable, reducing our carbon footprint, and leave no trace in 45 days.



1999

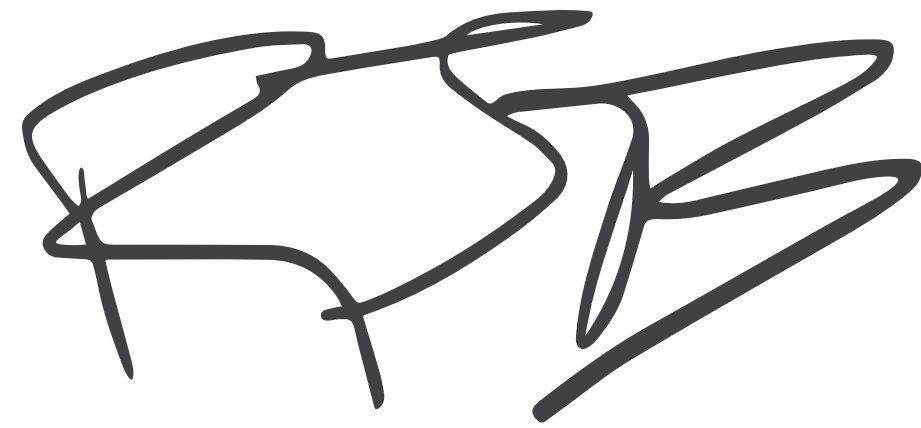


2007



2017

Booster Juice has a triple walled and compostable paper cup (replacing the Styrofoam cup).



RJ Barrett

NBA Basketball Player
Toronto Raptors

Brand Spokesperson
& Franchise Partner





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 recently 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
550-950 sq. ft (SMALL FORMAT)
0-9 seating capacity



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



AWARD WINNING TORONTO PEARSON TERMINAL 1



AWARD WINNING TORONTO PEARSON FIT & FUN

CLASSICS

 \$7.69

 \$5.29

STRAWBERRY SUNSHINE

- Strawberries • Bananas • Passion fruit
- Guava • Probiotic yogurt • **290 | 150 Cals**

PIRATES NECTAR

- Mangos • Pineapples • Pomegranate
- Probiotic yogurt • **300 | 140 Cals**

VERY BERRY

- Blueberries • Raspberries • Strawberry
- Cranberry • Probiotic yogurt • **280 | 140 Cals**

MANGO HURRICANE

- Mangos • Strawberries • Passion fruit
- Guava • Probiotic yogurt • **280 | 140 Cals**

TROPICAL TORNADO

- Mangos • Bananas • Strawberry
- Pineapple • Probiotic yogurt • **350 | 170 Cals**

HAWAIIAN SUNSET

- Raspberries • Bananas • Mango
- Passion fruit • Guava • Probiotic yogurt
- Vanilla frozen yogurt • **270 | 130 Cals**

HIGH PROTEIN

 \$8.29

BANANAS-A-WHEY

- Bananas • Pineapple • Vanilla frozen yogurt
- Skim milk • Whey (protein 28 g) • **360 Cals**

RIPPED BERRY

- Blueberries • Cranberry • Skim milk
- Raspberries • Vanilla frozen yogurt • Honey
- Whey (protein 29 g) • **390 Cals**

STRAWBERRY STORM

- Strawberries • Cranberry • Vanilla frozen yogurt
- Raspberries • Whey (protein 23 g) • **280 Cals**

NUTTIN' BETTER

- Wowbutter® • Pineapple • Skim milk • Bananas
- Vanilla frozen yogurt • Whey (protein 39 g) • **650 Cals**



SPIRIT

 \$7.69

 \$5.29

MANGOSICLE

- Mangos • Pineapple
- Vanilla frozen yogurt • **290 | 130 Cals**

FUNKY MONKEY

- Bananas • Chocolate almond beverage
- Vanilla frozen yogurt • **400 | 200 Cals**

CANADIAN COLADA

- Pineapples • Bananas • Probiotic yogurt
- Coconut • Vanilla frozen yogurt • **370 | 190 Cals**

BERRY CREAM SENSATION

- Strawberries • Blueberries • Guava
- Passion fruit • Probiotic yogurt
- Vanilla frozen yogurt • **260 | 130 Cals**

PINEAPPLE FREEZE

- Pineapple • Strawberries • Probiotic yogurt
- Bananas • Vanilla frozen yogurt • **310 | 160 Cals**

OAT-RAGEOUS MOCHA

- Coffee • Bananas • Vanilla frozen yogurt
- Cocoa • Vanilla oat beverage • **440 | 220 Cals**

SUPERFOOD

 \$8.39

 \$5.49

BRAZILIAN THUNDER

- Açai • Bananas • Raspberries • Strawberry
- Probiotic yogurt • **410 | 200 Cals**

OCEAN MIST

- Strawberries • Bananas • Passion fruit
- Mango • Guava • Collagen • **310 | 150 Cals**

MATCHA MONSOON

- Matcha Green Tea • Vanilla frozen yogurt
- Vanilla almond beverage • **280 | 140 Cals**

POMEGRANATE PASSION

- Raspberries • Probiotic yogurt
- Strawberries • Vanilla frozen yogurt
- Pomegranate • **280 | 140 Cals**

LEMON BERRY

- Strawberries • Pineapples • Lemon
- Cranberry • Pomegranate • **280 | 140 Cals**

All prices listed do not include taxes.

Adults and youth (ages 13 and older) need an average of 2,000 calories a day, and children (ages 4 to 12) need an average of 1,500 calories a day. However, individual needs vary.

SUPERFOOD+

 \$8.69

HIGH IMPACT AÇAÍ

- Açai • Cranberry • Raspberries • Skim milk
- Vanilla frozen yogurt • Whey (protein 26 g) • **470 Cals**

MIND OVER MATCHA

- Matcha Green Tea • Blueberries
- Vanilla almond beverage • Vanilla frozen yogurt
- Whey (protein 25 g) • **350 Cals**

AÇAÍ AVALANCHE

- Açai • Spinach • Vanilla oat beverage
- Blueberries • Strawberries • Vanilla frozen yogurt
- Whey (protein 23 g) • **330 Cals**

POMEGRANATE PUNCH

- Pomegranate • Strawberries • Raspberries • Bananas
- Vanilla frozen yogurt • Whey (protein 22 g) • **340 Cals**

 **Regular**
(710 mL)

 **Snack**
(355 mL)

 **Blends / Juices**
(480 mL)

REFRESH

 \$8.49

 \$5.59

SPINACH IS IN IT

- Spinach • Mangos • Apple
- Açai • **320 | 180 Cals**

COCO CRUSH

- Coconut water • Coconut • Bananas
- Pineapples • **290 | 150 Cals**

TROPI-KALE

- Mangos • Bananas • Pineapple
- Kale • Apples • **290 | 140 Cals**

WILDBERRY RUSH

- Coconut water • Basil • Blueberries
- Apples • Strawberries • **190 | 90 Cals**



BOOSTER BLENDS



480 mL

MANGO TEAZER

\$4.99

• Green Tea • Mangos • Pineapple • **60 Cals**

TROPICAL TEAZER

\$4.99

• Green Tea • Blueberries • Guava
• Passion fruit • Orange • **45 Cals**

ORANGES 'N CREAM

\$7.99

• Orange • Vanilla frozen yogurt
• Vanilla oat beverage • **240 Cals**

MATCHA ON MY MIND

\$5.99

• Matcha Green Tea • Honey
• Vanilla oat beverage • **240 Cals**

ALMIGHTY AÇAÍ

\$5.99

• Açai • Vanilla oat beverage
• Blueberry • **240 Cals**



FRESH JUICES

\$7.69

HEAVENLY HORIZON

• Apples • Lemons • Ginger
• Pineapples • **210 Cals**

STRAWBERRY LEMON-AID

• Strawberries • Lemons • Apples
• Ginger • Carrots • **240 Cals**

RED SUNRISE

• Beets • Carrots
• Apples • **170 Cals**

GINGER HAMMER

• Ginger • Carrots • Apples • **190 Cals**

MAUI JUICE

• Oranges • Bananas
• Pineapples • **200 Cals**

HAIL TO THE KALE

• Kale • Apples • Ginger
• Lemons • Basil • **140 Cals**

TAHITI SQUEEZE

• Oranges • Strawberries
• Apples • **180 Cals**

CELERY JUICE

• **60 Cals** • **\$9.99**

Ask us for freshly squeezed apple, carrot or orange juice • **220 | 160 | 220 Cals**



SHOTS



60 mL 30 mL

LEMON & GINGER • 15 10 Cals	\$3.79	\$2.79
LEMON, GINGER, TURMERIC & COCONUT WATER • 15 10 Cals	\$3.79	\$2.79
APPLE, LEMON, GINGER • 30 15 Cals	\$3.79	\$2.79
FRESH WHEATGRASS • 10 4 Cals	\$5.69	\$3.69

BOWLS

\$7.29 (480 mL)

AÇAÍ ENERGY BOWL

- Açai • Vanilla oat beverage • Spinach • Strawberries
- Topped with fresh bananas and granola • **420 Cals**

SWEET GREENS BOWL

- Kale • Spinach • Pineapple • Mangos
- Topped with chia seeds and hemp hearts • **250 Cals**



MAKE IT A COMBO!

Combos		Calories	Price
Regular	Any regular size smoothie and wrap/panini	540-1100	\$14.69
Snack	Any snack size smoothie and wrap/panini	440-670	\$12.49
Juice	Any juice (excluding celery) and wrap/panini	490-700	\$14.49
Celery	Celery juice and wrap/panini	400-510	\$16.49
Triple Play	Any regular size smoothie, single shot (excluding wheatgrass) and Booster Ball	350-810	\$12.19





OUR AIRPORT STORY

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

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

OUR AIRPORT STORES PERFORM VERY WELL

Booster Juice has a range of airport concessions experience. We have operated stores at the Mexico City International Airport and at the Bangalore International Airport in India. In Canada, we currently operate stores at these airports.



Edmonton International Airport - Post-Security

- Size: 275 sq. ft.
- Opened: 2013



Ottawa Macdonald-Cartier International Airport - Post-Security

- Size: 352 sq. ft.
- Opened: 2010/2015



Halifax International Airport - Post-Security

- Size: 605 sq. ft.
- Opened: 2011



**Toronto Pearson
International Airport
- Trans Border T1**

- Size: 390 sq. ft.
- Opened: 2015



**Toronto Pearson
International Airport
- Pre-Security T1**

- Size: 1,424 sq. ft.
- Opened: 2015



**Toronto Pearson
International Airport
- Post-Security T3 pier A**

- Size: 366 sq. ft.
- Opened: 2016



**Toronto Pearson
International Airport
- Post-Security T3 Fit & Fun**

- Size: 1,200 sq. ft.
- Opened: 2016

NOW OPEN

AT TORONTO'S BILLY BISHOP AIRPORT PRE & POST SECURITY

The Booster Juice family is growing and we want you to be a part of it. Canada's first choice in smoothies and juices is seeking opportunities to expand from 12 stores in 6 airports to all North American airports and beyond. Partnered with passionate entrepreneurs, Booster Juice brings a unique and health-conscious alternative to the airport dining experience. Our stores enhance customer and traveller experiences with colourful, bright, and attractive store designs, superb customer service, and quick on-the-go dining. We want to add more choice and more colour to airports across the world, and you can be a part of it.

For inquiries, contact:

Glenn Tucker
Director of International & Non-Traditional Development

(416) 621-3968
gtucker@boosterjuice.com



UNIQUE STORE DESIGN

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 2023/2024; 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



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 mall 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



Booster Juice

Our Paper Straws

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

- Certified 100% biodegradable
- Lower overall carbon footprint
- Fully decomposed within 45 days

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, mangos, 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.

GRAND OPENING ACTIVITY





BOOSTER JUICE WILL OPEN ITS FIRST DRIVE THRU STORE IN 2024, IN ST. CLAIR SHORES SHOPPING CENTRE - WINDSOR, ON



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**SCAN FOR MORE
INFORMATION**