

## Janine Allis

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### *Founder of Boost Juice, global entrepreneur*

Over a decade ago, Australian Janine Allis, a working mother of three, was fed up with the lack of available healthy fast food for her and her family. On a trip to California in the late 1990s Janine struck gold, coming across a juice and smoothie bar. She loved the concept and when she returned home, she developed a business plan, raising \$250,000 through friends to get the plan underway. Soon her Boost Juice dream was born.

Boost Juice is now the largest juice and smoothie business in the Southern Hemisphere and has expanded internationally with stores in Asia, Europe, Russia, the Middle East and the UK through franchising.

From a single store in Adelaide in May 2000, today the company has a network of 187-plus outlets across the country and over 50 stores overseas. A recent deal with Nestle UK will mean the growth of Boost Juice's 'Ready to Drink' products throughout that region.

Boost was ranked seventh on BRW's list of fastest growing businesses in 2010 and Janine Allis is said to be worth \$36 million on the magazine's Young Rich List.

In May 2010, US-based private equity firm The Riverside Company acquired a major stake in the Boost Investment Group. This agreement gave Boost the financial backing and international expertise needed to turn the company into one of the world's most-loved brands.

Janine attributes the success of her business to the fresh, young and dynamic culture that pervades all aspects of the company. She believes that integrity and honesty are the top two most important things when it comes to building a culture.

Together with a dedicated and inspired team of Boost Juice franchisees Janine is "showing people that being healthy isn't hard, it's a choice." She insists, however, that the phenomenal success of Boost owes more to a combination of elements than any one secret. "It's not just the juices, the groovy stores, or the staff; it's a combination that makes Boost Juice what it is."



In the last ten years, Boost Juice has won a host of awards including:

- National Retailers Association Awards - Training/HR, Westfield Best Food Retailer Finalist & Individual Achievement Award
- National Retailers Association Awards - Supreme Reward for Best Retailer
- Highly Commended - Supreme Award for Best Retailer
- Amex Franchisor of the Year
- Governor of Victoria Export Awards - Commendation

Writer Joanna Hall has said that "[Janine Allis] exudes an infectious enthusiasm and energy. You could even say that she lives the company slogan, 'Love Life.'"

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