



13 January 2016

## **BOOST JUICE MEDIA STATEMENT REGARDING THE LIVELIGHTER RESEARCH PUBLISHED TODAY**

At Boost Juice we have products for everyone – some designed to serve as a meal replacement for gym going breakfast skippers who require energy (for example Brekkie to Go-Go) - through to those wanting to boost their veggie and nutrition intake (Veggie Garden contains only 3% sugar).

All of our products are made from nutritious foods like fruit, vegetables, milk and yogurt. For example our Protein Supreme contains coconut water, banana, coconut milk, chia seeds, dates, muesli, cinnamon and whey protein powder. The sugar in the product is mostly naturally occurring (fructose and lactose).

We applaud the fact that people are taking nutrition seriously and unlike a fizzy drink which offers empty calories, these products contain important things like healthy fats, protein, vitamins, fibre and minerals, which the LiveLighter research ignores.

At Boost we believe in offering customers choice which is why we have 7 menu categories and 4 different serving sizes including 350ml and 450ml. We want our customers to make informed choices which is why we communicate our nutritional information in-store and online.

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