



Thursday 23rd August, 2018

Hi Maria,

We are writing to let you know about a peanut butter promotion we will be running for a limited time only in all Boost Juice stores nationally that we'd like your members to be aware of.

Until Sunday 23rd September we will be selling three smoothies that contain peanut butter in stores across Australia. We take the severity of anaphylaxis seriously and the safety of our customers is our top priority. In light of this, this campaign, and all the campaign collateral has been designed to make it overtly clear that we have peanuts in-store so customers are aware that we are not currently a nut free environment.

We have taken considerable steps to ensure the Peanut Butter, and all equipment used in the making of the Peanut Butter smoothies is used, stored and cleaned separately to that of equipment used to make all other Boost Juice beverages.

For the duration of the campaign, all Peanut Butter smoothies will be made using special blender jugs and lids that will be labelled, stored and cleaned separately to other equipment. The Peanut Butter, which is the only ingredient containing peanuts present in store, will be stored separately to all other ingredients both off site and in-store. A food safe sanitiser and multi-purpose cleaner will also be used when handling and cleaning all equipment that make the Peanut Butter smoothies.

All staff have undertaken extensive, compulsory training prior to this campaign going live to ensure these processes are followed carefully.

Some members may be aware an inappropriate Facebook post was made by one of our partners, which we unreservedly apologise for. We have taken immediate action with the partner to remove this and they have since issued an apology. The partner now understands the insensitivities of their post and is genuinely remorseful.

We would appreciate it if you could please share with your following to make sure your members are adequately aware of this promotion and have all the information they may require. For any further information members can contact boost@boostjuice.com.au.

Kind regards,

Claire Lauber

Managing Director, Boost Juice