



MEDIA RELEASE

FOR IMMEDIATE RELEASE

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Peanut Puns in Poor Taste, GLOBALAAI raises concerns for the safety of Aussie kids with the announcement of a new Boost smoothie promotion

Boost Juice has been smacked with widespread condemnation on social media for its poor taste marketing and announcement of peanut smoothies to their menus around Australia. Our country is the allergy capital of the world and one in ten infants are now being diagnosed with food allergies and peanuts are one of the most highly allergenic ingredients.

Dr Pooja Newman, founder of not for profit charity globalaai (Global Anaphylaxis Awareness and Inclusivity) says the use of peanut puns makes a mockery of those millions children and adults who suffer with life threatening nut allergic.

The introduction of peanuts to Boost bars is a significant cross contamination risk for those who are allergic with risk of peanut residue on blenders from a brand that certainly markets their smoothies to appeal to young children.

Globalaai welcomes the opportunity to offer Janine Allis and her team at Boost support for inclusive and compassionate marketing strategies, the responsible service of peanuts, the ongoing risk of peanut cross contamination and the need for consideration of first aid care in the very real possible event of catastrophic allergy emergency.

Media contact: Interviews with Dr Pooja Newman, founder globalaai via email info@globalaai.org or mobile on 0410 451 654.