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Media Contact: Monica McDaniels, Chief Marketing Officer | Monica@boostcoffee.com

BOOST COFFEE + ENERGY OPENS FIRST JACKSONVILLE LOCATION WITH A FULL WEEK OF FREE DRINKS, DEALS AND COMMUNITY EVENTS

Boost brings clean energy drinks, protein lattes, in-house roasted coffee and free TailWhip treats for dogs to West Jacksonville. Grand Opening Week, June 7-14, features complimentary drinks, giveaways, happy hour pricing, BOGO deals and a charity drive benefiting Friends of Jacksonville Animals.

JACKSONVILLE, Fla., June 5, 2026 -- Boost Coffee + Energy, a Jacksonville-based drive-thru concept focused on clean ingredients and customizable beverages, will celebrate the grand opening of its first location at 7253 103rd St. in the Cedar Hills area of West Jacksonville on Wednesday, June 10, with free drinks for every guest, all day. The Grand Opening Day is part of a full week of promotions running through Sunday, June 14, and concludes with a charity drive benefiting Friends of Jacksonville Animals.

On Grand Opening Day, Wednesday, June 10, every guest receives a free drink, all day, as Boost begins its full hours of 5 a.m. to 10 p.m. The celebration continues all week. Thursday, June 11, is All Day Happy Hour, with 50 percent off all drinks from open to close. Friday and Saturday, June 12-13, offer a buy-one-get-one deal on all items: purchase any item and get a second for \$1. The week concludes Sunday, June 14, with #GiveAwesomenessDay, benefiting Friends of Jacksonville Animals: \$2 from every drink sold goes directly to the organization, and the first 100 dogs to visit Boost receive a Boost Ball Toy. Volunteers from Friends of Jacksonville Animals will be on site starting at 10:30 a.m. All promotions are available while supplies last.

Ahead of Grand Opening Day, Boost will hold a soft opening June 7-9 with reduced hours of 7 a.m. to 7 p.m., when guests who download the Boost app receive their first drink free.

Boost Coffee + Energy was founded by Mike Murray and Joe Herlihy, franchise industry veterans with direct ties to North Florida, where they developed a Planet Fitness portfolio across the region. The partners are applying that operational experience to a beverage concept they believe addresses a clear gap in the market.

“Coffee is no longer just a morning ritual. It’s an all-day lifestyle. Most of what’s out there is loaded with artificial ingredients and fillers. We saw a gap, and we built Boost to fill it.”

Mike Murray, Co-Founder, Boost Coffee + Energy

The menu features energy drinks, coffee, espresso, protein lattes, refreshers, protein shakes, smoothies, cold brew, teas, dirty sodas, kids' drinks and snacks. Guests can "boost" any drink with add-ons ranging from cold foam and boba to functional options such as protein, creatine and organic caffeine. The brand's energy drinks use organic caffeine paired with B vitamins, which Boost says delivers steady energy without the crash associated with conventional options. Each location operates a proprietary in-house roasting system that Murray says reduces the environmental impact of roasting by 90 percent compared with standard methods.

The 790-square-foot dual-lane drive-thru on 103rd Street is designed for throughput. Murray said the model prioritizes speed without compromising the customer experience. "Drive-thru coffee should be fast without feeling rushed," he said. "We want Boost to be an experience people look forward to, not just a transaction."

The Jacksonville location is the first of many planned for North Florida. A second Boost is under development along Old County Road 210 in St. Augustine and is scheduled to open in August 2026, with an additional site in Yulee planned for a September 2026 opening and double-digit unit growth in the pipeline. The partners plan to build 10+ corporate locations across the region before opening franchise sales in 2027, with long-term projections of 450 locations nationwide by 2030.

Co-founder Joe Herlihy said the corporate rollout is intentional. "The best franchise brands are built with a focus on unit-level economics, operational simplicity and ease of scalability before they expand through franchising. When franchise partners join Boost, they'll be investing in a proven system designed to deliver strong returns, multi-unit development opportunities and long-term success," he said. "The name says it all. Boost exists to help our customers, employees and franchise partners reach higher and achieve more."

GRAND OPENING WEEK: JUNE 7-14, 2026

Location: 7253 103rd St., Jacksonville, FL 32210 (Cedar Hills / West Jacksonville)

Hours: 5 a.m. to 10 p.m. starting Grand Opening Day | All promotions run while supplies last

Soft Opening, June 7-9: Reduced hours, 7 a.m. to 7 p.m. Download the Boost app for your first drink free.

Wednesday, June 10 (Grand Opening Day): **Free drinks for all guests, all day.**

Thursday, June 11 (All Day Happy Hour): 50% off all drinks, all day

Friday & Saturday, June 12-13 (BOGO): Buy one, get one for \$1 on all items

Sunday, June 14 (#GiveAwesomenessDay): \$2 from every drink sold donated to Friends of Jacksonville Animals. Volunteers on site starting at 10:30 a.m. A Boost Ball Toy for the first 100 dogs.

Website: www.boostcoffee.com

ABOUT BOOST COFFEE + ENERGY

Boost Coffee + Energy is a Jacksonville, Fla.-based drive-thru beverage brand founded by franchise veterans Mike Murray and Joe Herlihy. The company serves fresh in-house roasted coffee, clean energy drinks and protein-powered beverages through a 600-to-800-square-foot dual-lane drive-thru format designed for health-conscious consumers. Boost plans to open more than 10 corporate locations across North Florida before launching franchise sales in 2027, with a long-term target of 450 U.S. locations by 2030. The company is headquartered at 9428 Baymeadows Road, Jacksonville, FL. For more information, visit www.boostcoffee.com.

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