



## IN THE RAW: COLD-PRESSED JUICES

Driven by consumer interest in health & wellness and the rise of plant/fruit dietary lifestyles (vegetarianism, veganism and raw food diets), raw, high-pressure, cold-pressed fruit and vegetable juices are hitting the market. And consumers are buying in: The super-premium cold-pressed juice category is reported to be worth \$3.4 billion.

A July 24 Chicago Tribune article by Abby Olena says: “Tools for juicing at home are also a big business; one of the dozens of juicer choices, a stainless steel model with more than 100 Amazon.com reviews, sells for close to \$1,200. Meanwhile, more than 40 books or e-books related to juice or smoothies have been released in the past 30 days alone on Amazon, with the majority mentioning health, weight loss or both in their titles.”

Olena also reports on health concerns related to fruit juices, quoting Barry Popkin, a professor in the department of nutrition at the University of North Carolina at Chapel Hill’s Gillings School of Public Health: “The fruit juice industry has essentially taken the ‘apple-a-day’ mentality and used it to sell fruit juices as healthy. Expensive, freshly pressed fruit juices from the local juice bar are no healthier than the kind sold in groceries.” Experts like Popkin advocate consumption of whole fruits since “most juicing methods remove the produce’s fiber, drinking juice omits one of the key benefits of eating fruit, while delivering huge amounts of sugar and calories.”

Fresh juices are premium products. (There is even a certain symbol of status associated with being seen with cups from certain juice bars.) And for a segment of consumers raw juices meet their health & wellness and simplicity needs. Perhaps for some, it also speaks to their desire to eat local if the produce is purchased from local farmers’ markets, like with Peggy Margolin’s Mountain Juicery in Woody Creek, CO. She drops off fresh, cold-press juice each morning at the Woody Creek Cafe and throughout the upper Roaring Fork Valley around her home. She makes eight flavors using ingredients such as spinach, ginger, lemon, mint, kale and parsnip.

## LAUNCHES

From San Francisco to Boca Raton (and don't forget Hollywood) customers are plunking down their dollars for fresh juices. Here's a look at some of the raw juice products we're seeing in retail stores and restaurants:

1. In November 2011, Starbucks purchased Evolution Fresh juice and currently has four retail shops, with three in the state of Washington and one in California. In February 2013, Starbucks announced its expansion plans in New York City and Boston and now offers a selection of the ready-to-drink juices at 4,000 locations nationwide. According to Starbucks, the juices "capture the flavor, vitamins and nutrients of raw fruits and vegetables." SymphonyIRI reported mass-market sales of Evolution Fresh products grew 60% from \$3 million to \$7.9 million in the 52 weeks ending January 27, 2013.

2. At the end of 2012, Blue Print Cleanse, another independent cold-pressed juice company, was acquired by Hain Celestial to expand the brand globally. Blue Print's slogan is "We Think. You Drink." and their bottles feature their "Manifreshto" which promises to deliver "the juice, the whole juice, and nothing but the juice. Blue Print's six juice flavors are:

- kale apple ginger romaine spinach cucumber celery parsley lemon (6 lbs. of leafy veggies!)
- pineapple apple mint
- beet apple carrot lemon ginger
- lemon cayenne agave
- cashew vanilla cinnamon agave
- lime ginger lemon agave.

3. Danny Meyer, the New York restaurateur, and Equinox gym have partnered and joined the cold-pressed movement with the launch of Creative Juice, "a chef-inspired selection of delicious and functional premium cold-pressed juices combined with nutritious, on-the-go culinary offerings." Their website tells visitors, "Cravers of excellence, healthy eaters and juice lovers: you are the inspiration behind our organic, cold-pressed juices." Flavors include Green Means Go (swiss chard, Tuscan kale, cucumber, spinach, ginger, kohlrabi, fresh herbs) and Zest for Life (red beet, blood orange pulp & zest, fennel, shiso).



100% Raw & Organic. [BluePrintJuice](#)



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## LAUNCHES (CONTINUED)

4. Raw Foods International LLC added Raaw Strawberry Purple Carrot to its line. Purple carrots combine the vitamin A and beta-carotene found in ordinary carrots with anthocyanins found in the purple outer layer and strawberries act as a sweetener, according to the company. Each bottle contains the juice of 8 strawberries, 3 ½ purple carrots, and natural flavors from natural fruit and vegetable juice. Additional flavors in the line are Cranberry Ginger, Raspberry Lemongrass, Passion Fruit Wheatgrass, Very Berry Wheatgrass, Mango Guarana, Carrot Lemonade, Better Beets and Pineapple Cucumber.



5. Zukay Kvass launched a line of “Veggie•Biotic™” drinks and salad dressings made from raw, organic, farm fresh vegetables that are fermented using hand-batched wild cultures. The company’s mission is to “make the health (and taste) benefits of raw, fermented vegetables available to everyone, and in ways people already eat and drink, so everyone can easily fit them into a daily diet.” Zukay Kvass offers seven drinks such as Veggie Medley made with tomatoes, kale, parsley, cucumbers, carrots, celery and cabbage, and Super Gold with carrots, raw ginger, raw turmeric, winter squash and hot yellow peppers.



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## STEALTH VEGGIES

For consumers who want to up their vegetable intake, but don't necessarily want the raw flavors of those veggies, beverage manufacturers are creating products that disguise the stewed and savory tastes associated with a pure vegetable juice by adding a little sweetness from the fruit category of juices. These hybrid drinks have gained a wider acceptance as parents look to incorporate more servings of fruit and vegetables into their children's diets and as younger consumers look for new on-the-go options for during their busy days.

### LAUNCHES

1. FaVe, a new fruit and vegetable juice in the United States, claims to have the equivalent of three servings — or one and a half cups of vegetables — and half a serving of fruit in one eight ounce glass. The product is part of an ongoing trend to add more vegetable content to juice and find a more palatable way for vegetable-averse consumers to get their five-a-day.
2. Bolthouse Farms, (recently acquired by Campbell) has been a leader in combo fruit and vegetable juices with an extensive refrigerated product line strategically positioned within the produce section. One of their products, a 50/50 Berry Flavored Fruit & Vegetable Fruit Juice Blend, provides four servings of fruit and four servings of vegetables in every bottle. In addition it is 100% juice made from 79 berries, 5 apples and 6-1/2 purple carrots.



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### **FONA CAN HELP!**

Let FONA's market insight and research experts translate these trends into product category ideas for your brand. They can help you with concept and flavor pipeline development, ideation, consumer studies and white space analysis to pinpoint opportunities in the market.

Our flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend. We understand how to mesh the complexities of flavor with your brand development, technical requirements and regulatory needs to deliver a complete taste solution.

From concept to manufacturing, we're here every step of the way. Contact our Sales Service Department at 630.578.8600 to request a flavor sample or visit [www.fona.com](http://www.fona.com).



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