

# pressed<sup>®</sup>

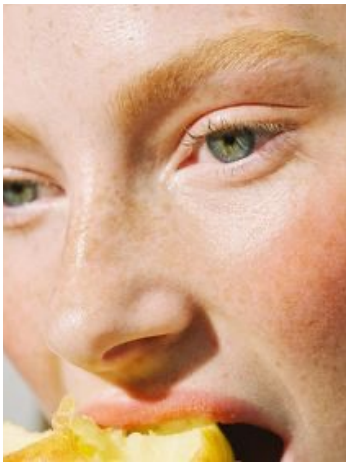
JUICERY

## FOODSERVICE PORTFOLIO



# OUR MISSION

Empower the world's wellness journeys through **simple + intentional nutrition.**

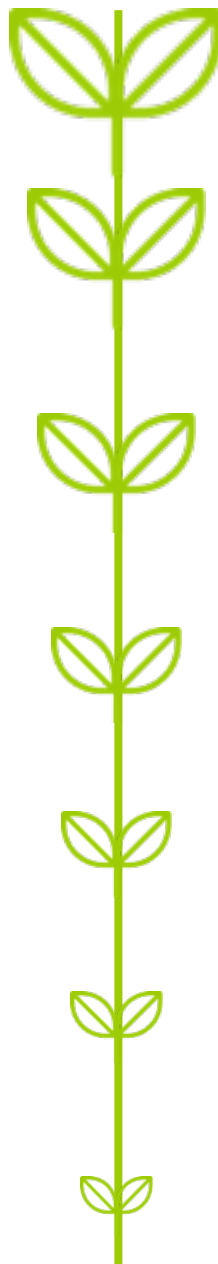


Pressed Juicery offers nutrient-dense cold-pressed juices, smoothies and shots from upcycled or imperfect produce for optimal nutrition on-the-go:

- **Juices**
- **Fruit Smoothies**
- **Juice Drinks - Hydration**
- **Protein Smoothies**
- **Cleanse**
- **Wellness Shots**

# OUR WELLNESS JOURNEY

We pioneered the green juice revolution, and continue to **reinvent wellness on-the-go.**



## 2025 - Beyond

- Club distribution
- Foodservice
- Shop-in-shop juiceries

## 2021 - 2024

- Expansion to 100+ US Stores
- Collaborations with top-tier influencers and celebrities including Lenny Kravitz and Kesha
- Freeze goes viral on Tiktok

## 2019 - 2020

- Expansion to new regions/markets
- Growth to 80 US stores
- Acai smoothie bowls launch
- Wholesale division launches

## 2017 - 2018

- Loyalty program launch
- Partnerships with food accessibility charities to support mission

## 2014 - 2016

- Non-dairy soft serve "Freeze" launches
- Brand partnerships with thought leaders like Vogue + Disney

## 2011 - 2013

- Exploded on celebrity health & wellness scene
- Store expansion in the LA market and nationwide Shipping launches

## 2010

- 1st store opens as a "juice closet" in LA with a food truck in Malibu

# WHY CHOOSE PRESSED



Cold-Pressed

For optimal nutrient absorption, we cold press our juices using a hydraulic press to extract substantial vitamins and minerals from fresh, upcycled produce



Non-GMO

- Non-GMO Project Verified
- BRC Food Safety Certified
- Kosher OU Certified
- Vegan, Gluten Free



Nutrient Dense

We are a trusted brand among consumers for:

- **Taste & Natural Ingredients**
- **Functional Wellness Benefits**
- **Convenience**



No Sugars Added

Simple ingredients you can trust:

- **No artificial flavors, preservatives or colors**

## We Are Mindful Of The Environmental Impact In 3 Key Areas

**Mindful Sourcing:** Our juice is made using up-cycled or imperfect produce.

**Purposeful Pressing:** Our methods preserve flavor, + nutrients while minimizing waste, with pulp repurposed as animal feed.

**Responsible Packaging:** Our bottles are 100% rPET, a more sustainable + recyclable plastic.

## A Cultural Leader

**7 Billion+** Media impressions from top-tier outlets & 5B+ social impressions in the past year

**2 Million Followers** across all social platforms and the "it" juice among A-list celebrities, influencers, & models

**Health & Wellness Thought Leaders** Owner of *The Chalkboard Mag*, an online guide to living well



# CONSUMER DEMAND FOR WELLNESS



Accessible, healthy options with **premium ingredients, functional benefits, wholefood nutrition** and nothing added.

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## Strong Demand

Natural & organic products remain in strong demand, \$320B in sales in 2024 + climbing.

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## Holistic Health

Wellness is evolving to a more holistic approach. Shifting to a broader "wellness" of the body, mind, soul, and world.



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## Functionals

Rising interest in food & beverages that deliver functional benefits, aligning with belief system of "food as medicine."

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## Key Benefits

Gut health, immunity, energy, protein, + no added sugar.

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JUICERY



## Juices

6cs/15.2 Fl Oz

Our nutrient-dense **Juices** offer a simple, delicious way to start the day or refresh an afternoon routine—crafted from upcycled produce and made for everyday wellness. Each bottle is 100% cold-pressed with simple, intentional ingredients, making these vibrant blends an easy and tasty way to help customers get their 5-a-day.



**Daily Greens + Ginger**  
Item #41003 UPC: 813121020198

- 20% daily potassium for hydration support
- Made with just 5 leafy-greens, apple, + lemon



**Daily Roots + Ginger**  
Item #41007 UPC: 813121020235

- 15% daily potassium for hydration support
- Only 4 ingredients. 100% cold-pressed



**Daily Citrus + Pineapple Mint**  
Item #41009 UPC: 813121020242

- Top-selling wellness community favorite
- Only 4 ingredients. 100% cold-pressed



**Daily Citrus + Orange Turmeric**  
Item #41011 UPC: 813121020396

- 15% daily potassium for hydration support
- Turmeric + black pepper to promote absorption
- Made with California-sourced citrus: orange + lemon

Target storage temperature 35°F – 38°F, not to exceed 41°F

Contact Us: [foodservice@pressed.com](mailto:foodservice@pressed.com)

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## Wellness Smoothies

6cs/15.2 Fl Oz

Make wellness easy for your customers with our lineup of **Wellness Smoothies**—made with fruits, greens, and feel-good function. Ideal for health-conscious consumers on the go, these grab-and-go favorites fuel everyday nutrition with both taste and purpose. Made with upcycled produce and recyclable bottles for a more planet-forward addition to your offerings.



### Strawberry Orange Mango

Item #41077 UPC: 813121024455

- **Immunity Support:** Support your immune system with 500% of your daily vitamin C, helping to promote a healthy inflammatory response
- **Digestive Harmony:** With 14% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance
- **Potassium Boost:** Recharge with 15% of your daily potassium, an essential mineral vital for hydration and overall wellness

### Avocado Greens

Item #41301 UPC: 813121023144

- **Hydration Support:** With 115mg sodium and 840mg potassium, this blend supports hydration + electrolyte balance
- **All Green Everything:** Get more greens into your day with celery, avocado, spinach, kale, spirulina, and a touch of matcha
- **Digestive Harmony:** with 11% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance

### Tropical

Item #41078 UPC: 813121024530

- **Digestive Harmony:** With 21% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance
- **Potassium Support:** Recharge with 15% of your daily potassium—an essential mineral that supports hydration and overall balance
- **Immunity Support:** Support your immune system with 510% of your daily vitamin C, helping to promote a healthy inflammatory response

### Acai Berry

Item #41076 UPC: 813121024523

- **Immunity Support:** Support your immune system with 500% of your daily vitamin C, helping to promote a healthy inflammatory response
- **Digestive Harmony:** With 21% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance



## Juice Drinks - Hydration

6cs/15.2 Fl Oz

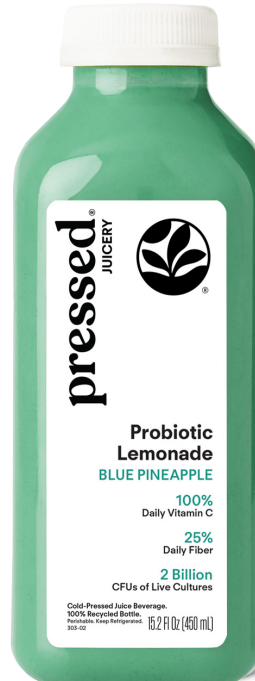
Our **Functional Lemonades** combine gut-friendly probiotics with 100% daily vitamin C to support gut health and immunity—delivered in a refreshing, elevated wellness beverage for consumers seeking function and flavor. Made with upcycled produce and bottled in 100% rPET, a recyclable plastic, they offer a more sustainable sip shoppers can feel good about.



### Strawberry Basil

Item #41068 UPC: 813121024264

- **Probiotic Power:** Fuel a happy and healthy belly with 2 billion CFUs of live probiotics to support gut health, fostering balance and vitality from within
- **Immunity Support:** Support your immune system with 100% of your daily vitamin C, helping to promote a healthy inflammatory response
- **Digestive Harmony:** With 29% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance



### Blue Pineapple

Item #41074 UPC: 813121024509

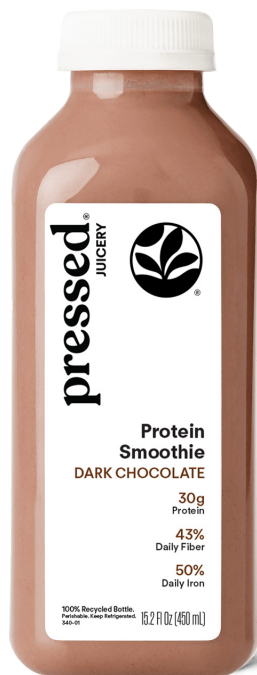
- **Probiotic Power:** Fuel a happy and healthy belly with 2 billion CFUs of live probiotics to support gut health, fostering balance and vitality from within
- **Immunity Support:** Support your immune system with 100% of your daily vitamin C, helping to promote a healthy inflammatory response
- **Digestive Harmony:** With 29% of your daily dietary fiber, this blend is crafted to complement your digestive system, promoting smooth digestion + overall balance



## Protein Smoothies

6cs/15.2 Fl Oz

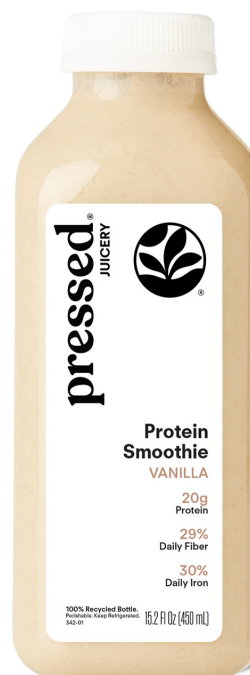
Our **Protein Smoothies** are protein-packed, satiating, and rich in essential macronutrients—ideal for pre- or post-workout, busy mornings, or anytime you need a convenient, nourishing boost. With up to 30g of plant-based protein per bottle, they're crafted for balanced energy and feel-good fuel customers will keep coming back for. Bottled in 100% rPET for a more sustainable, ready-to-drink meal-on-the-go.



### Protein Smoothie Dark Chocolate

Item #41320 UPC: 813121024158

- **Protein Power:** Indulge in 30g of protein to keep you satisfied before or after your workout, or simply to stay full throughout the day
- **Nourishing Nutrients:** Receive a well-balanced ratio of macronutrients, including 43% of your daily fiber, 50% of your daily iron, and 20% of your daily calcium, all in one bottle
- **Prebiotic Power:** Fuel a happy and healthy belly with a dose of prebiotic fiber to help enhance and support gut health, fostering balance and vitality from within



### Protein Smoothie Vanilla

Item #41321 UPC: 813121024165

- **Protein Power:** Indulge in 20g of protein to keep you satisfied before or after your workout, or simply to stay full throughout the day
- **Nourishing Nutrients:** Receive a well-balanced ratio of macronutrients, including 29% of your daily fiber, 30% of your daily iron, and 20% of your daily calcium, all in one bottle
- **Prebiotic Power:** Fuel a happy and healthy belly with a dose of prebiotic fiber to help enhance and support gut health, fostering balance and vitality from within



## Cleanse

6cs/15.2 Fl Oz

Elevate your day with our **Simple Cleanse<sup>®</sup>**—a zesty blend of lemon, ginger, and cayenne. This refreshing juice is crafted to support your system and promote a gentle gut cleanse for everyday balance.



### Simple Cleanse<sup>®</sup> Lemon Ginger

Item #41055 UPC: 813121020464

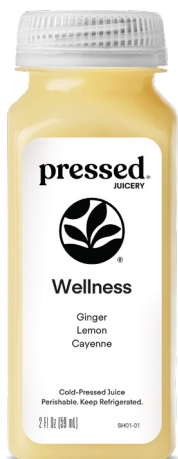
- **Inflammation Aid:** Embrace the anti-inflammatory benefits of ginger, cayenne, and more, which may support the reduction of inflammation and discomfort
- **Community Favorite MVP:** One of our most popular blends, the Simple Cleanse has captured hearts as a viral sensation, loved by influencers, fitness instructors, and wellness enthusiasts alike
- **30-Cal Nourishment:** At only 30 calories, this juice offers a boost in hydration and nutrient intake without the extra calories



## Wellness Shots

6cs/2 Fl Oz

Concentrated for a daily nutrient boost, our **Wellness Shots** deliver the functional benefits of our juices in a compact 2oz sip. Perfect for customers on the go, each shot is made from upcycled or imperfect produce and bottled in 100% rPET for a more sustainable wellness boost. An easy, high-impact upsell opportunity for any store.



### Wellness

Item #224108

UPC: 813121020631

- Lemon, ginger + cayenne for a spicy wellness boost
- Only 5 calories + 1g of sugar per shot



### Probiotic

Item #224110

UPC: 813121021195

- 2B CFUs live probiotics to support gut health
- Only 20 calories + 4g of sugar per shot



### Elderberry

Item #224111

UPC: 813121021614

- Elderberry + warming spices for wellness support
- Only 30 calories + 5g of sugar per shot



### Multivitamin + Gut Health

Item #00000

UPC: 813121024578

- 100% of vitamins A, C, E, + B12
- 2B CFUs of live probiotics

**pressed.**<sup>®</sup>  
JUICERY

Contact Us: [foodservice@pressed.com](mailto:foodservice@pressed.com)