

## Consumer Trends: Drink Your Veggies, Kids!

PR Newswire

SEATTLE, June 5, 2014 /PRNewswire/ -- The top-selling, 100% organic, cold-pressed juice brand in the Pacific Northwest, [Vital Juice](#) [1], announced the launch of Vital Kids cold-pressed juices. A line of 100% organic, GMO-free, locally-crafted fruit and vegetable juices for kids, Vital Kids is currently available at Whole Foods Market, Metropolitan Market and other natural markets in Seattle and Portland.

Vital Juice promotes nutrition for the entire family and the new Vital Kids juices were specially-made to appeal to both kids and their parents. Parents can be confident that they are choosing the most nutrient-rich, organic juice available for their kids – without added sugar, puree or fillers. According to taste tests, the taste profile appeals to kids of all ages. Even picky kids are happy to drink juices made out of vegetables like spinach and beets. Parents, rejoice!

Vital Kids is available in 10-ounce bottles for a suggested retail price of \$5.99. Each bottle has kid-friendly packaging, with fun illustrations of lively produce mascots. Packed with vital nutrients, essential enzymes and 100% organic fruit and vegetable juice, the Vital Kids line features four unique flavors, including:

- Green Gorilla - Cucumber, apple, kale, spinach, lemon and almond milk. Two cups of 100% organic kale, spinach and cucumber, with almond milk for protein. Kale and spinach are an excellent source of Vitamin A.
- Capt. Carrot - Carrot, orange and almond milk. A full cup of 100% organic carrots, with almond milk for protein. Capt. Carrot is an excellent source of Vitamin A.
- Mr. Squeeze – Orange, pineapple, grapefruit and almond milk. Over 1 ½ cups of 100% organic fruit with almond milk for protein. Mr. Squeeze is an excellent source of Vitamin C.
- Mrs. Beet – Orange, carrot, beet and almond milk. Two cups of 100% organic fruits and vegetables, with almond milk for protein. Mrs. Beet is an excellent source of Vitamin A and Vitamin C.

"Today's parents and kids are more conscious about nutrition than ever," said Edward Balassanian, Founder and CEO of Vital Juice. "Vital Kids was created because we think kids will enjoy the taste as much as parents will appreciate the nutrition."

Vital Juice's full line of juices is carefully crafted for ultimate nutrition and the most delicious taste. The ethos of Vital Juice is different than most juice brands found on the market. While other well-known juice brands may include sugars, sugar-substitutes, purees, concentrates, fillers and preservatives, Vital Juice offers fresh juices the way nature intended. All Vital Juice drinks are nutrient-dense – no fillers such as celery juice or apple juice, and they never use extracts from agave or

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vanilla. This is the kind of nutrition parents can feel good about.

Vital Kids is also available via Amazon Fresh in Seattle and coming soon to Los Angeles and San Francisco.

### *About Vital Juice*

*Based in Seattle, Washington, with offices in New York and San Francisco, Vital Juice is a premium fresh juice company, committed to providing delicious vitality and nutritious juices made from 100% organic produce. Vital Juice offers a colorful portfolio of cold-pressed fruit and vegetable juices that are safe, healthy, vegan, GMO-free and never heated or frozen. Vital Juice is proud to source fresh produce and hand-press all of their juice locally, with plans to operate micro-juicerries across the country.*

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