



August 1, 2011

FOR IMMEDIATE RELEASE:

Contact: Lynn Strauss
Phone: (505) 412-0319
Email: lynn.strauss@browndogs.org

Co-op Now Offers Juice Bar:

Fresh juices can help squeeze in more fruits and vegetables

Los Alamos, NM -- The Los Alamos Cooperative Market announces the opening of its juice bar, featuring a variety of vegetables and fruits custom blended.

“Adding more fruits and vegetables to our daily diet is often harder than it sounds,” says Deli Manager Emily Chapman. “Freshly squeezed juices can be the answer.”

According to the Harvard University School of Public Health, most people should aim for at least nine servings (at least 4½ cups) of vegetables and fruits a day, including a variety of kinds and colors of produce, like dark leafy greens, and vegetables that are yellow, orange, or red in color.

Fruits and vegetables build and regenerate the body; they provide minerals, enzymes, vitamins, carbohydrates, proteins, amino acids, and other nutrients when eaten fresh or raw, without cooking or preservatives.

Juicing is a good way to consume more vegetables. Juicing extracts the juice from fresh fruits or vegetables and the resulting liquid contains most of the vitamins, minerals and plant chemicals (phytonutrients) found in the whole fruit or vegetable. “Juicing may be a fun way to add (more vegetables) to your diet or to try fruits and vegetables you normally wouldn't eat,” writes Mayo Clinic nutritionist Jennifer K. Nelson.

But juices in plastic bottles are not the same as juices squeezed immediately before consumption. Prepared juices are pasteurized before being packaged, stored and shipped. Pasteurization kills bacteria and germs that can grow during storage, but also

destroys important vitamins, minerals and enzymes. Freshly prepared juices are a rich source of live enzymes that are not only essential to the digestive process but are also thought to support the healing system.

The Co-op juice bar uses a Nutrifaster Centrifical juicer. A 12-ounce juice is \$3.99 and available ingredients include carrot, celery, cucumber, beet, lime, spinach, kale, parsley, ginger, apple and lemon.

The Co-op opened in March of this year. Its mission includes promoting awareness about food, nutrition, health, and cooperative values. Visit losalamos.coop for more information or find the Co-op on Facebook for updates.

Phone: 505-695-1579

Address: 95 Entrada Drive, next to Holiday Inn Express

Website: losalamos.coop

Hours: Monday – Saturday: 7 a.m. to 9 p.m., Sunday: 8 a.m. to 8 p.m.

###