

Organic, Cold-Pressed Juices by Garden of Flavor Feature Probiotics

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CLEVELAND — Numerous studies and reports document the health benefits of juicing daily as it's an easy way to get all of the beneficial vitamins, minerals and nutrients from fruits and vegetables all in one bottle, which is why cold-pressed juice is becoming the new go-to drink for many. Ingesting fruits and vegetables via superhuman cold-pressed, organic juice is the fastest, most efficient way to nourish your body and mind. And now juicing just got healthier with the inclusion of probiotics.



Garden of Flavor, which started in Cleveland, makes cold-pressed juices and juice cleanses with a line of eight varieties, each designed to offer specific nutritional benefits. Garden of Flavor also recently introduced three juice varieties that contain probiotics, specifically Ganeden**BC30**, making it the first deliverable probiotic in a cold-pressed, high-pressure pascalization (HPP) juice. Garden of Flavor's probiotic juices include: Turmeric Tonic, Appleade and Green Harmony.

“Although I’ve known of some of the benefits of adding probiotics to your daily routine, it wasn’t until recently that I discovered just how many benefits probiotics offer and how much they can improve your health,” explains Lisa Reed, founder of Garden of Flavor. “The more we learned about probiotics the more we thought about including them in some of our juices. We are always trying to improve and offer our customers the healthiest juices available. When we determined that it was possible to offer GMO-free, deliverable, usable probiotics in our juices, it was a natural progression to include them as an option for our loyal customers.”

Reed, a raw food chef certified in plant-based nutrition, started juicing over 25 years ago upon discovering its numerous health benefits as a way to help her mother fight her battle with cancer.

Garden of Flavor was the first cold-pressed juice company to offer a one-day juice cleanse on refrigerated grocery shelves. The juice cleanse features six organic, cold-pressed and never heated juices in an easy carry pack labeled in the recommended order to drink. The cleanse is made up of nearly 20 pounds of organic leafy green vegetables, fruits, berries and nuts, and contains 34 grams of plant-based proteins and nearly 1,200 calories. Everyone cleanses for their own reasons. But in general, the one-day cleanse is designed to give your body and digestive system a rest or to get your eating habits back on track while continuing on with your daily life.

One of the benefits of juicing is that it makes it easy to nourish the body with more vitamins and minerals than by simply eating a typical plant-based meal. For example, Garden of Flavor's "Mean Green", which is also the one juice Reed recommends people drink daily, contains nearly five pounds of dark, leafy greens and vegetables.

"The cleanse floods your body with vitamins, nutrients and living enzymes," Reed explains. "It alkalizes your body so that you find a balance. When I speak with people who tell me that they are having a hard time losing the last 10 pounds of baby weight, can't seem to get into that little black dress or just don't feel as energized as usual, it's usually because their body is out of balance. A cleanse is a very safe and effective way to help you reach your goals and kick start a healthier lifestyle."

The Process

To extract its cold-pressed juice, Garden of Flavor uses only USDA certified organic fruits and vegetables in a refrigerated room kept at 38-degrees to prevent oxidation and the breakdown of vital enzymes. The juices are then immediately bottled, stored and pressurized to extend shelf life. Specifically, the HPP process applies extremely high pressure to the beverage once it's been filled and sealed in the finished package, thereby eliminating harmful bacteria, yeast and molds without exposing the product to heat that can damage flavor, color and nutritional value. This extends the shelf life of the juice up to ten times and enables wider distribution in order to make the juices available wherever refrigerated juices are offered. The Ganeden**BC30** probiotics remain viable through HPP providing Garden of Flavor the opportunity to make juices with deliverable and usable probiotics.

About Garden of Flavor

One of the best benefits of juicing is that it concentrates the vitamins, minerals, enzymes and chlorophyll of pounds of vegetables and fruit into one serving of juice. In order to make the healthiest juices, Garden of Flavor uses only USDA certified organic produce. Garden of Flavor's raw juices are never heated or "flash pasteurized" and are alive with chlorophyll and enzymes just as nature intended. The juices are gluten free and do not contain any dairy.

Garden of Flavor was founded by Lisa Marie Reed, a Certified Holistic Educator through the State University of New York, SUNY Purchase College. She is also certified through the Lifestyle Medicine Institute in Loma Linda, California, as a Coronary Health Improvement Project program director, as well as a Raw Food Chef. She is certified in Plant Based Nutrition from Cornell University and is a graduate of the Institute of Integrative Nutrition in New York City. The company is headquartered in Cleveland.

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