

Juicero Introduces First Countertop Cold-Press Juicing System

New “Farm-to-Glass” System Delivers Raw, Organic Fruits and Vegetables to Your Doorstep for Juice in the Moment, without Prep or Cleanup



San Francisco, California Apr 15, 2022 ([IssueWire.com](https://www.issuewire.com)) - Introducing Juicero, new health, and wellness company on a mission to make it easier to consume more servings of fresh, organic fruits and vegetables. Juicero today announced the first countertop cold-press juicing system, uniting technology, agriculture, and design to make raw, organic, home juicing effortless. The Juicero Press is WiFi-enabled, built with breakthrough technology to fit industrial-grade force into an elegantly designed, countertop machine with one-button operation.

“I discovered the benefits of consuming raw, organic fruits and vegetables more than 17 years ago and have made it my personal mission to bring plant-based nutrition to more people so they can live their best lives,” said Doug Evans, founder, and CEO at Juicero. “Just as the shift from the mainframe computer to desktop PC’s transformed the computing industry, Juicero will exponentially expand the cold-press juicing industry by taking the power of commercial-grade cold-press machines and putting it in a device that can fit on your kitchen countertop. I’m tremendously grateful to our dedicated team who is making it possible to help people achieve optimal health in the most convenient way possible.”

Juicero’s team is composed of passionate leaders and experts across organic farming, business, design, technology, food safety, and nutrition who are focused on disrupting the way people consume fresh organic products and paving the path for the future of food and health. Juicero has raised over \$100M to date. Investors include Artis Ventures, Kleiner Perkins Caufield & Byers, GV (formerly Google

Ventures), Thrive Capital, Campbell Soup Company, Two Sigma Ventures, DBL Partners, First Beverage Group, Acre Venture Partners, and others.

The Juicero Press retails for \$699; Juicero Packs cost \$4-\$10 each, based on the flavor. Juicero will be available first in California; Juicero Presses will begin shipping in Summer 2016. Juicero will be partnering with select health, lifestyle, and food brands including Le Pain Quotidien and Gracias Madre to offer the Juicero experience.

To purchase the Juicero Press and Juicero Packs and to join the newsletter to stay tuned for updates, please visit <https://juicero.webnode.page>

About Juicero

Juicero is on a mission to invent products, services, and experiences to help people consume the fresh foods that will manifest true health and longevity. With the introduction of the world's first at-home cold-press juicing system — The Juicero Press, Packs, and connected Juicero App — Juicero has reinvented the “farm-to-glass” supply chain to bring 100 percent raw, fresh, organic produce directly to consumers' homes and make it easier to drink homemade, healthy juice every day. Juicero was founded by former Organic Avenue CEO and plant-based nutrition advocate Doug Evans in 2013 and brings together leading experts across food science, organic farming, consumer marketing, product design, and technology.

Play Video Juicero: Making Juice is Easy

<https://www.youtube.com/watch?v=4pEkL8ISB0Y>



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