

# WHY YOU NEED TO TRY PRESSED JUICE

COCONUT WATER AND KOMBUCHA ARE MAINSTAYS OF SPA MENUS, BUT TO APPEAL TO cutting-edge health nuts, some cafés and juice bars in Los Angeles and New York, like Brooklyn's beQu, are trying something different: pressed juice. It's a style of raw, minimally processed beverage that, if you believe its proponents, offers a nutritional density up to five times higher than that of standard juice-shop offerings. That's because the produce is slowly pressed rather than ground and pulverized.



**GOOD BETTER BEST**  
THE POTATO CHIP



LAY'S CLASSIC

These chips contain no trans fats and no impossible-to-pronounce preservatives. Just three ingredients: potatoes, vegetable oil, and salt.



CAPE COD CLASSIC

Likewise, these sliced spuds contain only three ingredients, but they're cooked in a healthier oil: canola. It's high in omega-3s.



TERRA RED BLISS

These are cooked in olive oil and cut from small potatoes, meaning they have more skin—where all the fiber and disease-fighting phytonutrients reside.

- 1 **THE THEORY**  
Standard juicers oxidize and degrade the nutrients in fruits and vegetables. Pressing preserves them, say aficionados of pressed juice.
- 2 **WHO'S DRINKING IT**  
Liquiteria in New York's East Village counts Natalie Portman, Blake Lively, and Ed Norton among its regular pressed-juice customers.
- 3 **THE HEALTHIEST COMBO**  
Green juices pack the greatest nutritional punch because they're loaded with nutrients like the mineral magnesium, which relaxes the body and mind.

**THE COCKTAIL UPGRADE**

Cafés like Liquiteria and beQu in New York offer custom-made pressed juices that can double as cocktail mixers. For a vitamin-rich Bloody Mary, try fresh-pressed tomato juice with cucumber, parsley, celery, lime, and cayenne pepper.

**WHAT THE PROS USE**



CREATED IN 1934 AND USED BY MOST PRESSED-JUICE BARS, THE NORWALK APPLIES 1,000 POUNDS OF PRESSURE TO EVERYTHING FROM APPLES TO KALE (NORWALKJUICERS.COM; \$2,395)