

FOR IMMEDIATE RELEASE



**Suja Elements™ Non-GMO Cold-Pressured Smoothies Now Available
Exclusively in Whole Foods Markets Nationwide
Suja Co. Introduces New Fresh Wellness Beverage Line
Aimed at Raising \$1 Million for Select Charities**



New Suja Elements™ Mango Fuego, 24 Karat, Berryoxidant, Blutrients, Green Charge, Tropicaloe

SAN DIEGO, SEPT. 24, 2013 - Suja Co., known for its fresh fruit and vegetable juices, is extending to the fresh smoothie category with the introduction of Suja Elements™. Co-developed and sold exclusively in Whole Foods Markets nationwide starting today, consumers can experience this new line of non-GMO organic smoothies from the leader in cold-pressured (or High Pressure Processing (HPP)) beverages. Suja Elements is high-quality, functional refreshment that can be enjoyed anytime, anywhere with a retail price of \$4.99 per 12-ounce bottle. Using organic juice as a base, Suja Elements also incorporates blended fruits and some of the world's best superfoods like camu camu, baobab, aloe and chia. And unlike many other smoothies on sale at the store, this drink is not heat pasteurized. Each fresh smoothie offers vital nutrients and refreshing taste with no added flavors, colors or preservatives.

Suja has added an important social aspect to the new Suja Elements line, donating 20 cents for every bottle sold to non-profits a part of the Suja Elements Cause Collective™ that addresses four key areas of concern: human aid, health & nutrition, conservation, and growing practices & conservation. Cause partners include: Whole Kids, Whole Planet Foundation, Teens Turning Green, Citizens for GMO Labeling, New Eyes, and International Rescue Committee. The company's goal is to raise \$1 million annually on behalf of the Elements Cause Collective.



"Suja Elements has taken high quality, purpose driven products to a new level of excellence. This exclusive line of refreshing organic and non-GMO fresh pressed smoothies was developed in partnership with Whole Foods Market's grocery team and each item donates a percentage of sales to a worthy cause. This new line is a great example of what we stand for and we are excited to be offering it to our customers," said Errol Schweizer, Executive Global Grocery Coordinator for Whole Foods Market.

Flavors include:



24 Karat – A blend of carrot, apple, orange, pineapple, peach, and banana. For every 24 Karat purchased, 20 cents will be donated to New Eyes, empowering people in the U.S. and overseas with the improved vision they need to pursue a better quality of life (<http://www.new-eyes.org/>).

Green Charge - Apple, pineapple, banana, mango, kiwi, kale and spinach combined with chia seed, flax seed, barley grass, spirulina, chlorella, and alfalfa. For every bottle purchased, 20 cents will be donated to Teens Turning Green, a non-profit striving to educate and inspire young adults to promote environmentally conscious and socially responsible choices (<http://www.teensturninggreen.org/>).



Berryoxidant – A combination of apple, orange, strawberry, banana, raspberry, tart cherry, chia seed, flax seed, baobab, camu camu, and acai. For every bottle purchased, 20 cents will be donated to Citizens for GMO Labeling, a grassroots movement of parents, farmers and citizens dedicated to regaining people’s basic right to know what they are eating and feeding their families. (<http://citizensforgmolabeling.org>)

Mango Fuego – Blends the tropical fruit sweetness of mango with the subtle heat of serrano chili. For every bottle purchased, 20 cents will be donated to Whole Planet Foundation, a non-profit that provides loans to microfinance institutions in Latin America, Africa and Asia who in turn offer micro loans to the self-employed poor.



Blutrients – Organic blueberries, blackberries with chia and camu camu. For every bottle purchased, 20 cents will be donated to Whole Kids Foundation, an organization devoted to improving children's nutrition and wellness with the goal of ending the childhood obesity epidemic.

Tropicaloe – A combination of electrolyte rich coconut water with soothing aloe vera and mint. For every bottle purchased, 20 cents will be donated to International Rescue Committee, a non-profit dedicated to providing humanitarian aid, relief and resettlement to refugees and other victims of oppression or violent conflict.



“Suja Elements smoothies offer everyday refreshment for the greater good all at a retail price point that is more accessible to a broader audience. This gets us one step closer to having cold-pressed High Pressure Processed (HPP) juice in the hands of every consumer,” said Jeff Church, Co-Founder and CEO of Suja Juice.

Facebook: <http://www.facebook.com/SujaJuice?fref=ts>

Twitter: <https://twitter.com/SujaJuice>

Instagram: @lovesuja

About Suja Co.

Suja began from a shared dream to help people transform their lives through conscious nutrition. The two handcrafted lines of cold-pressed juices, Suja Classic and Suja Elements, are 100% Certified Organic and verified Non-GMO by the Non-GMO Project. All juices utilize High Pressure Processing (HPP) (also known as cold pressure) to kill any harmful bacteria and help preserve essential nutrition and taste. Suja Classic, packed with pure fruits and vegetables, is the convenient way to drink daily nutrients the body needs and help maintain overall health. The Suja Elements juice and smoothie line is especially refreshingly delicious and packed with vital nutrients. With a wide range of cold-pressed organic offerings, Suja has a juice or smoothie for every lifestyle.