



FOR IMMEDIATE RELEASE

PRESS BROTHERS JUICERY SETS UP SHOP AT GRAND CENTRAL MARKET

LOS ANGELES (October 9, 2013) – Grand Central Market adds organic, cold pressed juice to its growing menu of offerings with the arrival of Press Brothers Juicery on October 16, 2013. The brothers behind the brand -- J.D. and David Jones – will serve up their handcrafted fruit and vegetable combinations from a stand located at the Broadway side of the Market from 8 a.m. – 3 p.m. daily.

Carrying on a family tradition of juicing started by their mother on the Kansas farm where they grew up, J.D. and David today commercially produce cold pressed juice of unrivaled quality. It is made fresh every morning at their USDA certified organic kitchen in Echo Park from the best locally sourced organic fruits and vegetables.

“Fruits and vegetables are vital to our health and most people don’t even come close to getting their daily serving,” says J.D. “Juicing is a way to instantly nourish our bodies with living enzymes, anti-oxidants, vitamins and minerals. We’re very excited to establish a location at Grand Central Market where Downtown workers, residents, tourists and anyone else on-the-go can pick up our fresh, nutrient-rich juices.”

Press Brothers Juicery has earned a loyal following among health-conscious Angelenos through its delivery service and weekend stints outside Handsome Coffee in the Arts District and at various farmers markets. Grand Central Market visitors will be able to sample from the complete line of Press Brothers juices in combinations such as *Liquid Gold* (Pineapple, Apple, Lemon, Mint), *Balance* (Cucumber, Apple, Celery, Kale, Lemon, Parsley, Ginger) and *Longevity* (Carrot, Pear, Beet, Lemon, Beet Greens, Ginger) as well as seasonal specials such as *Punkin’ Pie* (Pumpkin, Apple, Cinnamon).

“Pressing juice is the least invasive way to juice. Rather than grinding the juice at a high speed (causing oxidation and burning nutrients), our pressing technique slowly extracts as much juice as possible from produce while preserving healthy nutrients,” says David. “And because we immediately bottle and deliver our juices daily, you’re getting the freshest pressed juice possible.”

Grand Central Market is in the midst of adding a wide array of new vendors with new flavors, cuisines and tastes throughout the marketplace. The new eateries include Sticky Rice, serving authentic Thai “Comfort Food;” Valerie at Grand Central Market, a bakery and coffee shop from acclaimed Valerie Confections; specialty coffee innovators

Press Brothers Juicery at GCM
2-2-2-2

G&B Coffee and Horse Thief, serving Central Texas BBQ. Additional upcoming openings include DTLA Cheese, Egg Slut, Olio Pizzeria GCM, The Oyster Gourmet and Belcampo Meat Co.

Celebrating the cuisines and cultures of Los Angeles since 1917, the historic Grand Central Market food arcade (between Broadway and Hill Street at the base of Angels Flight) is an unparalleled eating and shopping experience showcasing the best local chefs, culinary purveyors and entrepreneurs. For more information visit www.grandcentralmarket.com and connect with us @GrandCentralMkt or <https://www.facebook.com/GrandCentralMarket> .

#

CONTACT:

Carla Schalman, Roberta Silverman

breakwhitelight (for Grand Central Market)

(818) 907-8950, (818) 849-6347

carla@breakwhitelight.com, roberta@breakwhitelight.com