

FaVe™ Juice Company Launches Line of All-Natural Juices at The Fresh Market™

New breakthrough 60-calorie 100% juice blends contain three vegetable servings per 8-oz. glass



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MIDDLETOWN, N.J., Aug. 17, 2012 /PRNewswire/ -- In response to the growing U.S. diet and obesity crisis, the FaVe Juice Company is launching FaVe™, an all-natural blend of 100% fruit and vegetable juices, at all locations of The Fresh Market. FaVe comes in three delicious flavors: Strawberry-Banana-Kiwi, Blueberry-Pomegranate-Goji and Orange-Tangerine-Pineapple.

(Logo: <http://photos.prnewswire.com/prnh/20120817/DE58925LOGO>)

The Fresh Market, a respected grocer with locations across the Midwest, East Coast and California, is committed to supporting the growth of high-quality foods, making FaVe juices a perfect addition to the company's line of high-quality goods.

"At The Fresh Market, we look for the highest quality, best-tasting products available," said Mathis Martines, grocery coordinator for The Fresh Market. "All-natural FaVe fits that description to a T. With three full vegetable servings and only 60 calories, it is truly unique."

FaVe uses a unique patented process to create these juice blends, while prioritizing a light, delicious fruit flavor. No artificial ingredients, preservatives or added sweeteners of any kind are used in the all-natural formulas. Compared to other juice brands, FaVe serves up 50% more vegetable servings per 8-ounce glass and reduces consumer calorie intake by 60 to 110 calories per serving.

FaVe will be sold at all locations of The Fresh Market in recyclable, 46-ounce PET bottles.

"We are proud to partner with The Fresh Market to bring consumers innovative, delicious, healthier choices for beverages, while increasing vegetable consumption. We look forward to bringing consumers the best-tasting and healthiest 100% juice products possible," said David Kirkpatrick, Chief Marketing Officer for FaVe.

Nutritional Facts

- The USDA MyPlate suggests an average of 9-10 of fruits and vegetables per day. Most Americans average less than half this amount.
- The U.S. averages 50 teaspoons of sugar per day; there are over 26 million diabetics in the country.
- More than two-thirds of Americans (over 190 million people) are overweight or obese. In 2010, the United States had an obesity rating above 25%; in 1991, it was above 20%.

About the FaVe Juice Company

The FaVe Juice Company is a privately-held new business with the simple objective of developing new and unique 100% juice beverages that deliver a light, refreshing great taste with multiple vegetable servings in each glass. The company headquarters are in Middletown, N.J. with offices and production facilities located in Michigan and California. For more information, please visit the FAQs on the company website, www.favejuice.com, or email info@favejuice.com. Follow FaVe on Facebook at www.facebook.com/favejuice.

For more information on The Fresh Market, please visit www.thefreshmarket.com. Follow The Fresh Market on Facebook at www.facebook.com/thefreshmarket.

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