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Introducing pūrjus™: Delicious, Organic, 100% Pure Juice

Keep it “pūr and simple” with New Line of All-Natural Juices in Three Flavors

FISHERS, IN – (January 12, 2016) – Ask anyone their definition of quality nutrition and you’re likely to hear the words “simple,” “authentic,” and “real.” People are demanding integrity from the foods and beverages they buy, which is why new 100% pure, USDA organic pūrjus™ juices are the perfect addition to a wholesome, satisfying diet.

pūrjus completely avoids preservatives, artificial flavors, colors and sugars. Made in Austria from the highest quality fruits and vegetables, pūrjus is premium juice for people who care about their health. Three flavors make up the pūrjus line:

- **apple juice:** Light and refreshing, pūrjus apple juice is rich in antioxidants which may [prevent chronic diseases and avoid aging](#). Research shows that apple juice can help [boost brain function and increase memory](#). pūrjus apple juice, taken from European *Streuobstwiesen* (meadow orchards), delivers two full servings of fruit per bottle.
- **beet juice:** pūrjus beet juice features the sweet, earthy beet flavor people love. Beet juice is known for its many health benefits including [reducing blood pressure](#) and helping to [reduce cognitive decline](#); each bottle is the equivalent of two vegetable servings.
- **beet apple pear juice:** Combining three popular juice flavors, this variety is a great alternative for people who want the benefits of beet juice in a delicious, fruitier taste. In addition to the benefits of beets and apples, pear juice provides [antioxidant and anti-inflammatory support](#). This juice provides one vegetable and one fruit serving per bottle.

“pūrjus is 100% pure vegetable and fruit juices that nourish the body naturally,” said Matt Herzog, President of CAJ Food Products, Inc., owner of the pūrjus brand. “All three varieties are all-natural, vegan and gluten-free. Best of all, pūrjus is a reasonably priced organic juice. Finally, there’s a premium-quality juice option at a moderate price for people looking to improve their health.”

pūrjus is packaged in 16.9 fl. oz. (500mL) bottles with a suggested retail price of \$4.99. Look for pūrjus in the natural juice section. To learn more, go to www.drinkpurjus.com.

About pūrjus™:

pūrjus is organic, 100% juice. Made in Austria from the finest fruits and vegetables and available in three delicious flavors, gluten-free and vegan pūrjus provides two adult fruit / vegetable servings per bottle, along with all-natural nutrients to meet the growing demand for a healthier diet. Visit www.drinkpurjus.com.

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