

# trendspotting

## NEXT-GEN JUICE

Juice bars are the new coffee bars, as more and more people seek out superfresh fruit and vegetable drinks. Here, America's best new juice joints, F&W's favorite home juicers and a lesson on building layers of flavor like a pro.

By Christine Quinlan

## CREATIVE JUICES

1

### A Clockwork Orange

To eke out the most liquid, Brandi Kowalski of *The Butcher's Daughter* in NYC presses the smallest ingredients first (by volume), then works her way up to the largest.

In an electric juicer, juice one 2-inch piece fresh **ginger** (about 1 ounce), 1 small **golden beet** (about 4 ounces), 5 medium **carrots** (about 12 ounces) and ½ medium **cantaloupe** (about 1 pound) that's been seeded and peeled. Sprinkle the juice very lightly with **cayenne pepper** and serve right away.

THIS CILANTRO PUNCH WAS CREATED BY A FORMER CHEF AT L.A.'S LUCQUES.

GINGER AND CAYENNE ADD A LITTLE SPICE TO CARROT-CANTALOUPE JUICE.

2

### Cilantro-Celery Juice Punch

This bright green blend from Amanda Chantal Bacon of L.A.'s *Moon Juice* gets its zippy, herby taste from an entire bunch of cilantro.

In an electric juicer, juice one 1-inch piece fresh **ginger** (about ½ ounce), 1 large bunch **cilantro** (about 4 ounces), 1 halved and cored **Granny Smith apple** (about 8 ounces) and 8 **celery ribs** (about 12 ounces). Stir in 2 teaspoons fresh **lemon juice** and serve right away.

3

### The Radiant Glow

Leslie Needleman, co-owner of *The Gem* in Dallas, came up with this recipe to help give her extra energy and vitamins during a round of chemotherapy.

In an electric juicer, juice one 1-inch piece fresh **ginger** (about ½ ounce), 1 peeled **lemon** (about 4 ounces), 5 **Tuscan kale** leaves (about 4 ounces), 1 halved and cored **Gala apple** (about 8 ounces), 1 small **red beet** (about 8 ounces) and 1 large **cucumber** (about 12 ounces). Serve right away.





## TREND ALERT

The new juice-bar mantra: "cold-pressing."

Instead of using spinning blades to extract juice, which generate heat and destroy enzymes, cold-press machines rely on slow hydraulic pressure. Here, new spots to sample cold-pressed juice near you.

### Bellevue, Washington

#### EVOLUTION FRESH

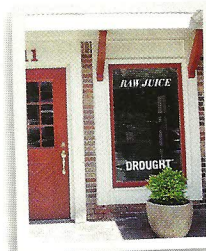
This Starbucks-owned company opened its first store this year. Employees custom-blend orders from eight juices on tap. [evolutionfresh.com](http://evolutionfresh.com).



### Detroit

#### DROUGHT

Started by five sisters, Drought sells tasty juices in chic, minimalist glass bottles. For people interested in juice cleanses, Drought offers a one-day program called The Rinse, with three fruit-and-vegetable drinks. [droughtjuice.com](http://droughtjuice.com).



### Chicago

#### PEELED

Its two locations specialize in superfresh juices with clever names like Inner Peace (mint, wheatgrass, pear and pineapple) and C'est La Vie (kale, pineapple, cilantro and lime). [peeledchicago.com](http://peeledchicago.com).



### New York

#### MELVIN'S JUICE BOX

Celebs like Sarah Jessica Parker hit this tiny spot with a party-like vibe for Melvin Major Jr.'s inventive juices, like the Catch a Fire, a blend of apple, beets, lemon, ginger and cayenne. [misslilysnyc.com](http://misslilysnyc.com).

#### JUICE PRESS

New York Yankee Mark Teixeira is a partner in this raw-food and juice joint with four Manhattan locations. He likes the Dr. Green: pineapple, apple, lemon, ginger and kale. [juicepress.com](http://juicepress.com).

### Washington, DC

#### SWEETPRESS

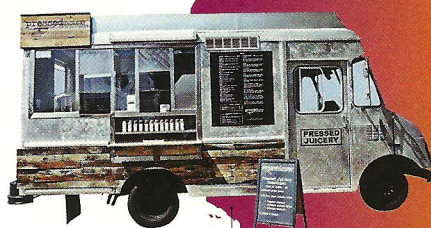
The team behind DC's Sweetgreen salad chain brings its eco ethos to this juice bar, using 100 percent compostable packaging and reclaimed building materials. [sweetpressjuice.com](http://sweetpressjuice.com).



### Los Angeles

#### PRESSED JUICERY

This L.A. mini-chain has two locations and a mobile truck (above), and it delivers packaged juice sets that are popular with celebs like Gwen Stefani and Zoëy Deschanel. [pressedjuicery.com](http://pressedjuicery.com).



#### MOON JUICE

At this Venice shop, Amanda Chantal Bacon, who once worked under star chef Suzanne Goin, makes vibrant drinks like Cilantro-Celery Juice Punch (recipe, p. 29). [moonjuiceshop.com](http://moonjuiceshop.com).

### Dallas

#### THE GEM

Inside Kitchen shop Duo, this juice bar is also a lunch spot with an organic vegan menu and kombucha on draft. [insidethegem.com](http://insidethegem.com).



### Miami

#### JUGOFRESH

Many juices at this South Beach shop are inspired by owner Matthew Sherman's travels. The Ashram, a mix of grapefruit, lemon, turmeric, cayenne and honey, was inspired by the food of India. [jugofresh.com](http://jugofresh.com).



### Atlanta

#### DTOX JUICE

With a focus on cleansing blends, this Midtown spot sells a Dtox Box, an eight-bottle kit designed for a one-day juice cleanse. [dtoxjuice.com](http://dtoxjuice.com).



**Chef-Pressed Juice** In Palo Alto, CA, ex-Google chef Charlie Ayers's Calafia is a hangout for Mark Zuckerberg and Larry Page. Ayers loves the Godzilla, a mix of kale, green apple, arugula, celery, cucumber, romaine, spinach and lemon. [calafiapaloalto.com](http://calafiapaloalto.com).