

# LOCAL PARTNERSHIP UPCYCLES GROWING VOLUME OF ORGANIC FOOD WASTE

January 14, 2020 - HIGHLAND PARK, California - muun chi Foods enters 2020 with an expanding relationship with Pure Pressed Juice & Vitamins, an organic Los Angeles juicer that supplies upcycled ingredients for muun chi's plant-based foods and beverages.

"Pure Pressed has been a great partner," commented Manette Jen McDermott, founder and chief executive of muun chi Foods. "We began the relationship in May of last year as I was developing muun chi's initial products. I now collect -- three-times each week -- the organic orange peel, banana peel, almond pulp, and spinach, beet, kale and celery pulp that are by-products of Pure Pressed's juicing process. They contain nutritious fiber for my snacks and teas and for the kvass beverage that we introduced toward the end of last year."

"It's been a delight to work with Manette and muun chi," commented Aydin Kohanpour, owner of Pure Pressed Juice. "We are excited that she is using what we would otherwise discard to create delicious foods for health-conscious consumers. It's a great example of how collaboration between local firms can begin to close the food loop."

According to ReFED, Americans send 52 million tons of food to landfill annually, raising concerns about the sustainability of the food system. Food waste as an untapped resource is attracting growing attention, so much so that the Specialty Food Association Trendspotter Panel has identified upcycled foods as one of the leading trends in the specialty foods segment.

"There is much that we can do to act more responsibly toward the natural environment and, simultaneously, make meaningful progress on important health challenges, such as chronic inflammation," says Ms. McDermott. "Using upcycled organic ingredients to produce foods and beverages with functional health benefits offers great promise. As we scale the business, we look forward to adding more local organic juicers as sourcing partners."

## ABOUT MUUN CHI FOODS

Founded in 2019 and based in Los Angeles, muun chi Foods is dedicated to improving human health and Earth's well-being by providing organic, plant-based foods and beverages that deliver functional benefits, using upcycled ingredients whenever possible. muun chi sells its products through a network of retailers and vegan meal delivery services in the Los Angeles metro market. Products include snacks, teas, coconut milk kefir, and kvass, an ancient Slavic fermented drink that boosts the immune system and improves liver functioning. All muun chi foods and beverages are organic, dairy-free, gluten-free, non-GMO, and free of refined sugar. For additional information on muun chi Foods, please visit [www.muunchi.com](http://www.muunchi.com).

## ABOUT PURE PRESSED JUICE & VITAMINS

Located in West Los Angeles, Pure Pressed Juice & Vitamins offers a variety of vibrantly colored juices that are made fresh daily on site by cold-pressing fruits and vegetables through a hydraulic press. The cold-pressed process preserves raw vitamins, minerals, proteins and enzymes. Each juice contains between two and five pounds of fresh organic produce, delivering a concentrated amount of vital nutrients. Pure Pressed also offers smoothies, acai bowls, almond milks, shots, and cleanses. For additional information, please visit [www.purepressedjuicela.com](http://www.purepressedjuicela.com).