

Chapter 6

Activity 2: Cold Pressed

1. Cold pressed juice, is also known as a masticating juice.
2. Describe how a cold pressed juice machine works: Cold pressed juicing is the process of using hydraulic plates, using a gentle pressure and squeezing action which extracts juice from fruits and vegetables.
3. Cold pressed juicing process preserves vitamins, enzymes, minerals, and overall nutrients due to minimal oxidation and elimination of heat.
4. Describe how you would sell this product to a guest.
5. Why does cold pressed juice cost more than traditionally processed juice? One reason is the amount of produce squeezed into one bottle. If an average orange weighs around seven ounces, that's roughly 1.75 pounds of oranges in a 16-ounce serving of Tropicana orange juice.