

**FOR IMMEDIATE RELEASE**

**Media Contact: J Public Relations | 619.255.7069**

Sara Brooks | sbrooks@jpublicrelations.com

Breanna Shirk | breanna@jpublicrelations.com



## **SUJA JUICE CO. RECEIVES MINORITY INVESTMENT FROM ALLIANCE CONSUMER GROWTH**

### ***ACG Investment Will Fuel Continued Innovation and Expansion of Leading Cold-Pressured Juice and Smoothie Brand***

SAN DIEGO, CA (January 15, 2014) — **Suja Juice**, a 100% organic, non-GMO verified juice and smoothie brand, announced today it has received a minority growth capital investment from leading consumer-focused private equity fund Alliance Consumer Growth (“ACG”). ACG’s investment will enable Suja to fuel continued product innovation, distribution expansion and consumer marketing efforts. ACG joins existing investor Boulder Brands Investment Group, which previously made a minority investment in Suja in 2013.

Founded in May 2012, Suja is a leader in the rapidly-emerging organic, cold-pressured “HPP” juice segment. Cold pressure is a breakthrough technology that replaces heat pasteurization as a way to neutralize harmful bacteria. While heat pasteurization can degrade the very nutritional elements and flavors that consumers seek, cold pressure processing creates a safe product with extended shelf-stability, while also enabling juice to retain full flavor and nutrients. Suja currently sells its organic, non-GMO, cold-pressured juices and smoothies at Whole Foods Markets, Sprouts, and select natural and grocery stores nationwide, and has become one of the fastest-growing beverage brands in the country.

In addition to using locally-sourced California organic vegetables and fruits in each juice, Suja is known for its product innovation and “mixology,” which has resulted in some of the most craveable and nutrient-rich juice blends on the market. In 2013, *Forbes* named Suja among the “25 Most Innovative Brands in Consumer and Retail.” Suja was also recognized by BevNet, the leading beverage-oriented media company, when Suja’s Classic line was named the “2013 Product of the Year” and Suja’s Elements smoothie line was named “Best Smoothie or Meal Replacement Beverage.”

“We’re excited to announce our partnership with ACG and are looking forward to Suja’s next stage of growth,” said Suja CEO and Co-Founder Jeff Church. “ACG’s experience in the CPG and beverage industries, brand-building expertise and support for our vision make them a valuable addition to the Suja team.”

-more-

“Suja is a game-changing brand, led by a fantastic team,” said Josh Goldin, Co-Founder and Managing Partner of ACG. “In a short time, Suja has redefined the juice and smoothie categories, by creating delicious, next-generation products using non-GMO, on-trend ingredients with natural functionality. We are thrilled to be a partner in this exciting business.”

###

### **About Suja Juice**

Suja began from a shared dream to help people transform their lives through conscious nutrition. The two handcrafted lines of cold-pressured juices, Suja Classic and Suja Elements, are 100% Certified Organic and verified Non-GMO by the Non-GMO Project. All juices are cold pressed, using High Pressure Processing (HPP) to kill any harmful bacteria and preserve essential nutrition and taste. Suja Classic, packed with pure fruits and vegetables, is the convenient way to drink daily nutrients the body needs and maintain overall health. The Suja Elements smoothie line is refreshingly delicious and packed with vital nutrients. With a wide range of cold-pressured organic offerings, Suja has a juice or smoothie for every lifestyle. [www.sujajuice.com](http://www.sujajuice.com); [www.facebook.com/SujaJuice](http://www.facebook.com/SujaJuice); [twitter.com/SujaJuice](https://twitter.com/SujaJuice); Instagram: @lovesuja

### **About Alliance Consumer Growth**

Alliance Consumer Growth, based in New York, is a private equity fund, which provides growth capital and value-added partnership to the most promising young consumer, retail and restaurant brands. Current investments include Babyganics, The Honest Kitchen, Kriser’s Pets, KRAVE Jerky, Shake Shack and Suja Juice. Prior investments include EVOL Foods (acquired by Boulder Brands) and Plum Organics (acquired by Campbell Soup Co.) [www.acginvestors.com](http://www.acginvestors.com)