



**Biotta® Adds Two New Juices to Line of Functional Organic Juices**  
***Delicious, 100% Pure, Non-GMO Project Verified Juices***  
***Offer Great Combination of Flavors and Health Benefits***

**FISHERS, IN – (August 21, 2018)** – Biotta®, the Swiss pioneer in high-quality, all natural juices, today announced the addition of two new juices to its line of functional juices – Golden Beet Juice Blend and Heirloom Purple Carrot Juice. Both new items provide innovative and unique versions of classic juices, and like all Biotta juices are certified USDA Organic and Non-GMO Project Verified.

Building on its success as a beet juice pioneer, Biotta Organic Golden Beet Juice Blend provides the multiple health benefits of red beet juice with a milder taste, bringing together golden beet juice with apple juice, orange juice, lemon juice, turmeric and black pepper. In addition to the many health benefits of beet, the turmeric provides anti-inflammatory properties and helps digestion, along with the black pepper needed to improve absorption of turmeric.

Organic Heirloom Purple Carrot Juice offers a new twist on Biotta’s original juice – Carrot, which was the first variety made at the company’s launch in 1957. While today most people associate carrots with orange, they started out purple, not becoming orange until the Dutch developed a new strain of carrot in the 17<sup>th</sup> century in honor of William of Orange. Heirloom Purple Carrot Juice brings back the distinctive color and taste of the original carrots, along with all of the health benefits carrots are known for and even higher amounts of anthocyanins, which support the immune system and provide anti-inflammatory benefits.

Biotta juices are available at leading natural and conventional grocery stores, as well as on Amazon.com, packaged in 16.9 fl. oz. (500mL) bottles.

To learn more about the health benefits of Biotta Juices, visit [www.BiottaJuices.com](http://www.BiottaJuices.com).

**About Biotta Juices:**

Since 1957, Biotta (“bee-AH-tah”) has been a pioneer in high-quality, organic juices. From its original production location on Lake Constance in northern Switzerland, Biotta makes juices from locally grown, field-ripened produce using completely natural processing methods including low-heat pasteurization. Available in the U.S. in 12 varieties, Biotta “functional juices” promote optimal health, enabling consumers to enjoy “All the goodness of nature in a bottle.”® All U.S. Biotta juices are USDA Organic and Non-GMO Project Verified. Biotta juices are available in both natural and mainstream grocers throughout the U.S., as well as online. For more information, visit [www.BiottaJuices.com](http://www.BiottaJuices.com).

###