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Dear Customers,

At La Juiceria, we are passionate about juicing and how it can bring balance to our diet in this modern world. Cold-pressed juices naturally have a short 3-day shelf life as they are unpasteurized with no additives and no preservatives. Thanks to HPP (High Pressure Processing) Technology, we are now able to extend the shelf life. Effective 1st July 2018, all La Juiceria Cold-Pressed Juices will go through HPP and slight price revision due to this extra step.

The Benefits of **HPP**

- Longer shelf life in the fridge... Yehey!
- No heat pasteurization, no preservatives and no additives
- Nutritional integrity is retained



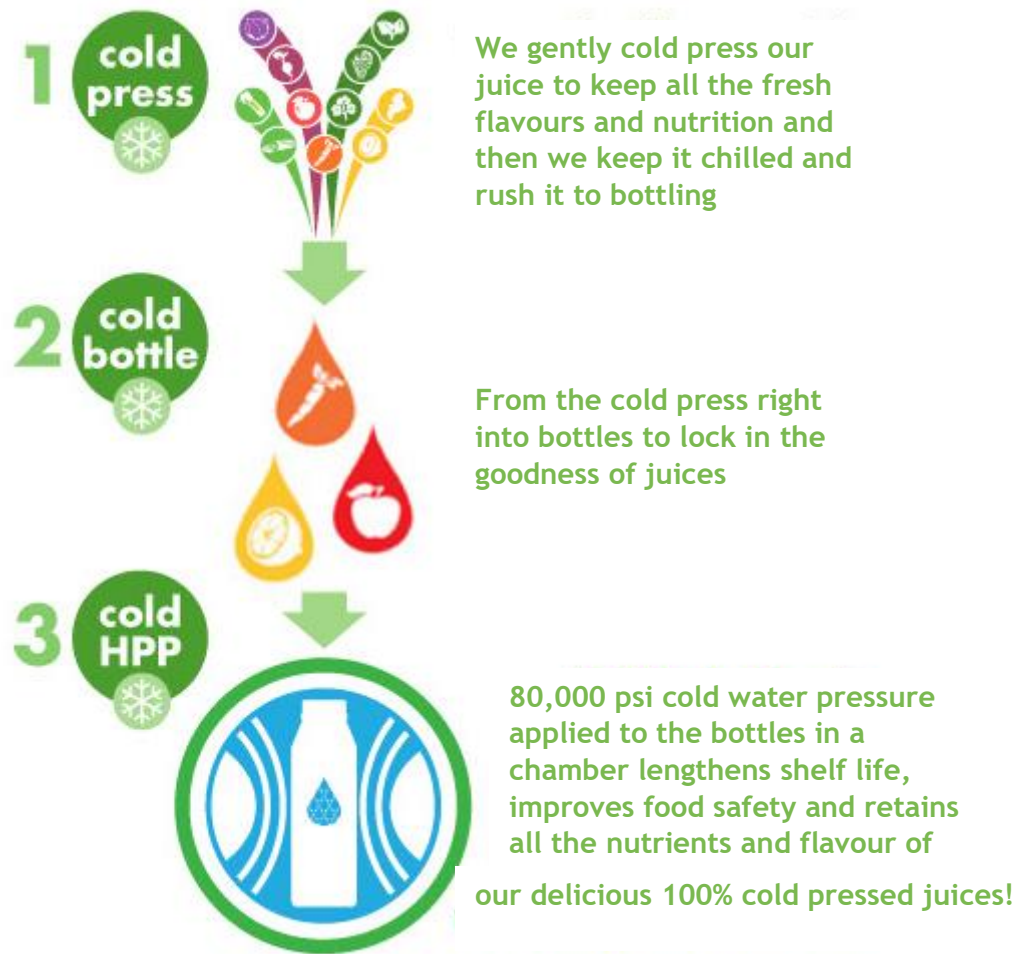
We assure you the best quality juice. If you have feedback, concerns or suggestions, please do not hesitate to contact our team:

Email: info@lajuiceria.com

Phone: 03-6262 1391

From La Juiceria Family

What is High Pressure Processing Technology (HPP)?



Cold-Pressured refers to the process by which fresh food products, such as juice, are preserved using High Pressure Processing (HPP) as opposed to high heat.

HPP is a method of preserving packaged food products using extremely high pressure. Hydraulic fluid (normally water) is placed in a chamber and pressurized with a pump. This pressure is transmitted through the package into the food itself.

This process extends the shelf life & helps to maintain the essential vitamins, minerals & enzymes in our organic cold-pressed juices and functional beverages.

Please visit <https://www.hiperbaric.com/en/hpp> to learn more about Cold Pressure and HPP.

