

**100% COLD PRESSED HIC JUICE AVAILABLE AT  
MAJOR COLD STORAGE SUPERMARKETS**

*Superfood-infused HIC Juice now cold pressured for longer shelf life*



**7 May 2018** - Homegrown cold pressed juice brand, HIC, is widely known for its nutritionist designed juice detox programmes and repertoire of photogenic, superfood-infused juices. Since 2013, HIC has been the purveyor of 100% natural, functional and tasty products with the vision of making a healthier lifestyle simpler for Singaporeans.

Furthering this mission, HIC will be launching a new range of 100% cold pressed and cold pressured juice that will be available at major Cold Storage supermarkets from May 2018. There are three refreshing, superfood-infused flavours - **Citrus, Greens and Superberry**. This range undergoes an additional process of Cold Pressurisation to eliminate harmful bacteria and extend shelf life to 60 days, compared to a 3 day shelf life of raw cold pressed juice. Cold Pressured HIC Juice is safe for expectant mothers to consume and also halal certified.

Each bottle of Cold Pressured HIC Juice is made with the same ethos and commitment to quality since HIC first began. Always 100% cold pressed juice from fresh produce. No added sugar or preservatives, just 100% juice designed for your nutritional benefit.

“It’s been our vision to make a healthier lifestyle simpler for everyone to achieve. By making 100% cold pressed HIC Juice widely available, people will have the opportunity to make a healthier choice when they shop or dine out,” says Ms Li Lihui, CEO and Founder of HIC.

## How Cold Pressure Processing Works

Compared to other food processing methods, Cold Pressure Processing allows the juice to be chilled at optimal temperature throughout the process. This is crucial to retaining the heat-sensitive vitamins and nutrients so the goodness from natural produce is preserved in each bottle of HIC Juice.



1. Ingredients are carefully selected for their health benefits. Raw, fresh produce are washed to remove 98.6% pesticide residue.
2. Using state-of-the-art hydraulic press, vitamins, nutrients and juice are extracted from produce in a strict temperature controlled environment.
3. Juice is bottled immediately to minimise oxidation.
4. In the final step of cold pressurisation, juice bottles are loaded in a giant chamber of cold water and pressurised up to 600 MPa to eliminate harmful bacteria and pathogens.

### Three Superfood Infused Juice Flavours

Each flavour is infused with a unique superfood to provide a nutritional benefit.

#### CITRUS

*Infused with superfood camu camu - the highest natural source of Vitamin C.*



**Ingredients:** *Pineapple, Apple, Lime, Lemon, Camu camu*

*Citrus* is a burst of vibrant tropical flavours in every sip and simply a refreshing treat. *Citrus* is made with a superberry from the Amazon, camu camu, that is the highest natural known source of Vitamin C. Its antioxidant properties are known for repairing skin damage and promoting youthful, radiant skin.

## GREENS

*Infused with superfood Spirulina - a plant-based source of protein and Omega 3.*



*Ingredients: Watermelon, Apple, Spinach, Lime, Ginger, Spirulina*

Don't judge this juice by its colour. *Greens* is an eclectic medley of fruits and veggies that's perfect for one's first foray into the green. It's sweet, zesty and easy to drink. As with every bottle of HIC Juice, *Greens* comes with a superpower of its own, it's rich in Vitamin A and C for stronger immunity & healthier eyes, while *Spirulina* supports your liver in detoxifying your body.

## SUPERBERRY

*Infused with superfood Açai & Maqui - berries with high antioxidant value.*



*Ingredients: Pear, Apple, Pomegranate, Lime, Acai & Maqui*

Berries are rich in cell-repairing antioxidants, that's why we chose acai & maqui berries that sit at the top of the bunch when it comes to antioxidant value. For a sweet & refreshing thirst-quencher, sip on *Superberry* that's high in Vitamin C and drink in all the immunity-boosting nutrients that nature's superberries bring.

Cold Pressed HIC Juice is available at major Cold Storage supermarkets from May 2018.

Further information can be found at [www.hicjuice.com/coldpressured](http://www.hicjuice.com/coldpressured)

For more information on HIC and other matters, kindly contact:

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**About HIC**

HIC was founded in December 2013 with the mission to make premium and nutritious cold pressed juices easily accessible to working urbanites islandwide. HIC juices can work as either a supplement to a healthy diet or as a 1 to 5 day routine cleansing programme that your body will be very thankful for.

Using cold press technology imported from California, HIC is able to extract close to 5 times more nutrients from the organic produce as compared to a conventional juicer to ensure that you get all the benefits that each nutrient provides. HIC is also the first juice company with an AVA-licensed, halal-certified central juice kitchen that is ISO 22000 certified in providing the safest and highest quality of juices in Singapore.

With the vision of making life simpler, healthier and happier for all, HIC has since expanded its product offerings, from superfood bowls to frozen juice popsicles, to meet to the lifestyles of time-starved, health-conscious urbanites. HIC products are developed in-house by our nutritionists and founder/ CEO who is a certified health-coach.

**Website:** <http://www.hicjuice.com.sg>

**Facebook:** <https://www.facebook.com/hicjuicesg>

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