



JOI, PLANT MILK CONCENTRATES SHAKING UP THE ALTERNATIVE DAIRY INDUSTRY

The innovative company is revolutionizing clean, sustainable eating

MIAMI - Meet [JOI](#), a company that's reimagining what we consume for total food freedom. When the company began in 2016, it sought to revolutionize the plant-based food and beverage industry with a cleaner, more sustainable alternative to nut and dairy milks on the market. The result: a one of a kind plant-based product with minimal, whole ingredients that acts as a "Swiss Army Knife" for all of your cooking needs.

The Product

JOI's Plant Bases are truly a novel innovation and the perfect jumping-off point for anyone considering a plant-based lifestyle. A proprietary milling process forms the products' unique, creamy consistency, which is great for just about any dish you can possibly conceive, including milk, creamer, dairy-free ice cream, dairy-free sauces, plant-based dips and dressings, smoothies and vegan baking.

Most people don't know that most pre-packaged plant-based milks only contain 2% of their featured ingredient. These boxed products are full of preservatives, additives, fillers, gums and binders. With just whole and natural ingredients, JOI is the perfect replacement for dairy products. JOI requires no refrigeration, and its shelf life displaces other plant-based milk products - even without the additives - lasting up to 18 months.

JOI's revolutionary products are also an effective plant-based solution for cafes, juice shops and restaurants. The flexible applications allow businesses to have fresh, homemade quality plant-based dishes for a variety of recipes without the added time, labor and costs.

"JOI was born out of a desire to radically improve plant-based milks, and offer a human-centric approach to clean eating and sustainability," states Hector Gutierrez, CEO of JOI. "We want to empower the world to take the first step into a plant-based lifestyle by providing a simple, sustainable, whole food solution that is free of all preservatives."

Good for People and the Planet

Reducing impact on the planet is at the heart of JOI's mission, and the company has an exponentially decreased carbon footprint when compared to dairy milk and its traditional plant-based milk competitors. One truckload of JOI is the equivalent of seven truckloads of plant based milk in a carton. Its thoughtfully designed packaging is 100% recyclable, and one tub of JOI saves seven milk cartons from the landfill.

The Innovators

JOI was born when its founders met in business school. Their shared passion for healthier lifestyles and a quest to make the world more sustainable led the founders to reimagine an innovative solution for

plant-based milks. As a minority-owned company, along with a 50% female team, JOI's corporate social responsibility efforts don't stop at sustainability - the company aims to promote inclusivity in the food sector as well as the c-suite.

To date, over 75,000 tubs of JOI have been shipped to consumers in all 50 states. Additionally, JOI's products have helped over 250 stores, restaurants and other businesses provide clean, sustainable food options to their customers. By educating consumers about plant-based milks and their production processes, JOI continues to provoke the food industry towards more sustainable practices and introduce the possibilities behind plant-based foods.

For more information on JOI products and recipes, visit www.addjoi.com or follow on Instagram [@addjoi](https://www.instagram.com/addjoi).

About JOI: JOI believes everyone has the right to take control of what they consume. Their first-of-its-kind Plant Bases offer a sustainable and customizable solution for all of your cooking needs. With minimal and natural ingredients, JOI's products are free from any additives, preservatives or fillers. Whether you're looking to take the first step into a plant-based diet, managing allergies, or simply committed to eating food that's good for you and our planet, JOI's products simplify making healthy choices. After all, in a chaotic world, the way we nourish our bodies is one of the few things we do have power over. For more information, visit <http://addjoi.com>.

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