



## 100% Pure Natural, Plant-Based Nutrition



### Shop Info

**Sunshine Juice EBISU**  
1-5-8 Ebisu Shibuya-ku Tokyo  
Tel : 03-6277-3122  
Open Hours : 8:00 ~ 20:00  
(Saturdays and holidays 9:00 ~ 19:00)

### Delivery

**Sunshine Juice ONLINE SHOP**  
sunshinejuice.shop-pro.jp

**Sunshine Juice UBER EATS**  
www.ubereats.com



### Sunshine Juice

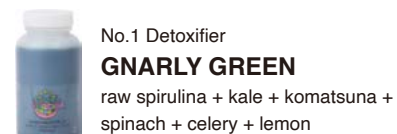
sunshinejuice.jp  
@ sunshinejuicetokyo  
f sunshinejuicecompany  
B sunshinejuiceJP  
#stayjuicy

Visit our website for more information,  
including on partner vendors, events,  
and office delivery.

## Our Lineup

### Cold-Pressed Juice

All natural, 100% plant-derived, and totally free of additives to unleash the full power of enzymes, vitamins, minerals, and other nutrients.



No.1 Detoxifier  
**GNARLY GREEN**  
raw spirulina + kale + komatsuna +  
spinach + celery + lemon



Drink one bottle a day  
**DAILY JUICE a.k.a. D.J.**  
kale + moringa + lemon + apple



All the green will keep you go!  
**GREEN DETOXER**  
kale + komatsuna + spinach +  
celery + lemon

Supercharge yourself without burdening your digestive system. Selections include year-round favorites and seasonal delights.



Balance your diet  
**BLOODY BEETS**  
beet + apple + lemon + kale + komatsuna +  
spinach + celery + carrot + ginger



For fatigue recovery  
**IRONMAN'S FAVORITE**  
Beet + seasonal citrus + maca



To keep yourself warm  
**THE ROOTS**  
ginger + carrot + apple

### Handmade Nuts Milk

Discover why nut milks are surging in popularity as alternatives to cow and soy milks. Our 100% natural handmade nut milk is completely plant-derived and additive-free.



Handmade nuts milk  
**PRESSED ALMOND**  
raw almond + a pinch of dates

### Juice Cleanse

**1-Day Cleanse**  
(Six bottles of your choice)

Cleanse your inside with a one-day fast that replaces your regular meals with our cold-pressed juices. We also offer a half-day cleanse.

### Natural Shot

A ton of nutrition and energy packed into a shot-size serving. Choose from our Rehab Shot, which provides a burst of power to start your day while boosting your metabolism and immunity, or our Turmeric Shot, which offers raw organic turmeric from Okinawa as a great cure for hangovers that also revs up the body's detox process.



Natural flu-blocker  
**REHAB SHOT**  
ginger + lemon + chili



Hangover prevention, skin aging prevention  
**TURMERIC SHOT**  
turmeric + ginger + lemon



### Juice Salad

Maximize your nutritional intake with our special salad. When eating raw veggies as is, humans reportedly absorb only 20% of the nutrients available. We crush this salad's ingredients to the equivalent of 100 chews, breaking down plant cell walls normally left intact by the human jaw, and thus unlock the full nourishment stored inside. Each serving offers 500 grams of veggies, well above the daily requirement of 350 grams.



Juice salad  
**GREEN HEAVEN**  
Size: Regular / Half  
kale + apple + carrot +  
celery + pumpkin seeds  
+ nuts + chia seeds

### Chaga & Turmeric Blend

Chaga, a rare mushroom that grows naturally in Siberia, has an antioxidant effect 30 times more potent than acai. Just 3 grams of our chaga powder alone gives you a day's worth of ammo to fight oxidants and their aging effect, while keeping your immunity in tip-top shape. We also combine turmeric grown in the fertile hills of India with other spices for a relaxing blend that enhances liver function and combats aging. What's more, a little sprinkle of either product on hot water, nut milk, coffee, or other drinks takes their flavor to a new level.



Chaga & Turmeric Blend

### Frozen Items

A selection of juices and cleanse sets that are frozen after cold pressing to give you the convenience of keeping a stock on hand. They can be stored in your freezer for a year from manufacture, and in your refrigerator for about ten days after thawing.

Also available for frozen storage are our 100% vegan and gluten-free soups that use vegetable pulp stock, and our vegan curries that combine copious amounts of Japan-grown veggies with natural salt and spices. All are slow-simmered to eliminate the burden that insoluble fibers place on your digestive system. The skins and roots of vegetables and fruits are also amply used so that you can access the excellent antioxidant effects of their functional phytochemicals.



A variety of frozen juice



A variety of vegan soup & curry  
Tomato Lentil, Seaweed Tahini Lotus etc. Kale & Chickpea Curry, Beets & Coconuts Curry etc.

Selections may change depending on the produce in season, market fluctuations, and other factors. Be sure to check our website for updates.

Bring your own bottle to our shop for a 50-yen discount.

Our shop menu also features superfood toppings and other drinks, including smoothies.

We offer home delivery for frozen items. You can also order many of our selections from our online shop.







## Message

### Juice that brings positive energy to your body and mind

Before Sunshine Juice opened its doors in 2014, there were no cold-pressed juice shops. That's why many people have asked me what inspired me to launch this endeavor.

Our cold-pressed juices are packed with the raw power of nature, a power that will amaze you as it permeates your entire body and energizes you all the way down to your cells. The effect is instant—the moment the juice enters your body, you'll feel its living vital force. This breathtaking sensation is something that I want to share with as many people as possible.

You might not be able to tell just by the outside, but I'm sure that as soon as you drink Sunshine Juice you'll taste the difference that comes from the finest natural quality ingredients. I have long believed that the goodness of nature delivers its fullest benefits to the body when the processing

by human is kept to the bare minimum. Some years ago, as I pondered how to transform that belief into a tangible form, I realized that the best way for me was to make juice.

Having a healthy body enhances our mental well-being and recalibrates the rhythm of life. We smile more. We engage others with more kindness. We appreciate nature more deeply. Together, these effects create a positive feedback loop in our lives. I believe this could be one of the ways to bring peace in this world. We hope that the juice we make every day will bring a healthy body and healthy mind to everybody and that will eventually create peace in this world.

#### NORI KOO

Founder of Sunshine Juice. Tapping into his experiences from living in the US, Japan, and Taiwan, he opened Japan's first shop specializing in cold-pressed juice. He also has a passion for endurance sports, including multiple ironman and sub-10 ultramarathon and sub-3 full marathon finisher.

Instagram @nori\_kooo   note   note.com/juicynote



## True Value

### We do the legwork for sourcing prime ingredients

Our juices are simple, made just by pressing fresh ingredients—the bounty of nature straight from the farm. Since we use 100% natural vegetables and fruits without special processing, we partner only with producers we can rely on, people whose names and faces we know. We spare no effort in selecting the finest ingredients, the cornerstone of our commitment to making only superb products.

Every year, we visit our suppliers to see with our own eyes their growing methods. We listen closely to their insights, sample their produce, and rigorously choose what goes into our juices. Over the years, our quest to find ingredients that we can trust has been an incredible learning experience. Starting with the basics of cultivation and distribution, growers have taught us everything we know about vegetables and fruits. It is this in-depth engagement with farmers that enables us to confidently craft juices solely from organic or

reduced-chemical produce.

Today, more than 50 producers—from Hokkaido in the north to Okinawa down south—provide us with seasonal ingredients at their peak flavor and nutritional value. Since our priority is to choose the best produce available at the time, we switch among various growing regions and cultivars throughout the year. This results in subtle variances in the flavor of each product over time, and we think that this adds another dimension of enjoyment to our juices.

We also proactively buy Grade B imperfect looking produce which are off the market, even though their flavors are flawless. Organic and reduced- growing methods have a greater tendency to result in misshapen vegetables—it's said that as much as 30% get marked as Grade B. Thanks to our strong bond with growers, we have direct access to these tasty veggies that might otherwise get tossed out. After all, when you're making juice, it doesn't matter if your carrots are crooked or straight. This approach enables us to



offer luxury juices at affordable prices.

### The Juicing Method Cold pressing preserves natural nutrients

Conventional juicers liquefy ingredients with high-speed blades that generate friction heat and mixes in air. This harms heat-susceptible nutrients and accelerates oxidation, resulting in a considerable loss of nutritional value. To compensate for the loss, of nutrients, artificial vitamins and minerals are usually added in afterwards. These chemicals pale in comparison to its natural counterparts when it comes to functionality in the body.

That's why we cold-press. This method is "cold" because it doesn't heat the ingredients while extracting their juices with a powerful press. The biggest advantage is that enzymes, vitamins, and other nutrients prone to heat degradation fully retain their nutritional value. And, of course, we

don't use additives—what you get is 100% juice from all-natural ingredients.

Approximately 1 to 1.5 kilograms of vegetables and fruits go toward making a bottle of Sunshine Juice. Their liquids and nutrients are squeezed out to the last drop with five tons of force applied by a dedicated press. This method also keeps insoluble fibers out of the juice. This facilitates the body's absorption of vitamins and minerals, while placing a smaller burden on the digestive system compared with eating the vegetables and fruits as is.

In this way we carefully craft fresh-pressed juices from fresh ingredients at our shop every day, offering you a quick fix of nutrients at their maximum potency.

### & for Your Health We support your health

Juices that enable your body to efficiently absorb



Artwork by Niky Roehreke

the quality nutrients of vegetables and fruits help make up for the nutritional deficit that plagues modern eating habits. They can also substitute for a daily meal for people striving to keep their ideal form. And, they are a powerful tool for athletes and weekend warriors working on their core fitness.

Eating three meals every day makes your organs work without rest. Your overburdened digestive system can't finish its job, and as a result, undigested food builds up in your body in the form of waste products. This can lead to problems such as impaired organ function, chronic fatigue, and skin trouble. We invite everyone to try out our juice cleanse program, which detoxes your body by using juice to reduce the frequency of meals and give your organs a much-needed break.

### & For The Earth And we support our planet's future

At Sunshine Juice, the pulp remaining from cold pressing never goes to waste—we're always experimenting with different ways of putting it to work in many ways. These include using it to make stock for vegan soups and curries, and supplying it to apron and tote bag makers as a dye. One of our more recent endeavors is producing compost with fermented pulp. The pulp from the vegetables we carefully selected for our juices are turned into compost, which is then used to cultivate vegetables for yet another round of juices. Good soil grows good vegetables, and their remnants return to the soil, sustaining the cycle of organic farming by eliminating the need for chemicals.

The vibrant energy of nature enters our bodies through cold-pressed juice and goes back to nature through composting. Sunshine Juice is committed to sustainably supporting both humans and the planet.