



**MAY 2020**

## **UPCYCLING PARTNERSHIP ESTABLISHED WITH LA PRESS**

May 4, 2020 – HIGHLAND PARK, California – muun chi is pleased to announce a new partnership with LA Press Organic Cold Pressed Juice and Coffee. LA Press will supply muun chi with fiber-rich pulp from its juicing and milking processes. The company is a family-owned business serving fresh, certified organic, cold-pressed juices, smoothies, and other beverages and foods in two Los Angeles locations.

“LA Press shares our commitment to fresh, organic, real foods,” commented Manette Jen McDermott, founder and chief executive of muun chi. “Partnering with the company supports our growing business. We are grateful for LA Press’ willingness to be another supplier of pulp for upcycling into muun chi’s probiotic beverages and prebiotic snacks.”

“We are excited to collaborate with Manette and muun chi,” commented Marla Gluck-Vasquez, owner of LA Press. “There is much that we share in common as female-led businesses committed to providing delicious, nutritious foods to health-conscious consumers. We support muun chi’s efforts to eliminate waste in the food system through creative upcycling and, to that end, plan to feature its products in our stores.”

LA Press has stores in the Mid-Wilshire and Marina del Rey communities. The recently opened Marina del Rey location will give muun chi a stronger connection to the South Bay where a growing number of its customers reside. The partnership with LA Press coincides with introduction of muun chi’s latest product – Bites – a prebiotic cracker made with upcycled almond and cashew pulp that pairs well with the company’s probiotic cheeses.

Responding to the current health and economic crises, muun chi has introduced a 15% discount on all orders exceeding \$49 and will provide free, white glove, home delivery in the Los Angeles area. The discount will remain in effect until the shelter-in-place restrictions have been lifted. “It’s a difficult time to be away from loved ones,” commented company CEO Manette

McDermott. “It’s also a time when good health has never been more important. We want to make it easy for our customers to give themselves and the ones they love foods that will keep their immune systems functioning at a very high level.”

### **ABOUT MUUN CHI**

Founded in 2019 and based in Los Angeles, muun chi is dedicated to changing the way we experience food and, simultaneously, promoting a food system that respects our precious Earth. The company believes that food is medicine for the body and, consequently, provides only organic, plant-based beverages and snacks that offer functional health benefits. muun chi’s focus is the microbiome of the gut, an important pillar of overall health. The sustainability of our beloved planet is an equally important priority, and so whenever possible, muun chi upcycles (reuses) food that might otherwise be treated as waste, such as fiber-rich pulp from partner juicers and nut milkers. muun chi’s products are dairy-free, gluten-free, non-GMO, and free of refined sugar. For additional information on muun chi, please visit [www.muunchi.com](http://www.muunchi.com).

### **ABOUT LA PRESS**

LA Press Organic Cold Pressed Juice and Coffee serves fresh, certified organic, cold-pressed juices; superfood smoothies; organic shots and cleanses; direct trade coffee; and organic, vegan-friendly foods. It has two locations in Los Angeles, one in the Mid-Wilshire neighborhood and the other in Marina del Rey. For additional information on LA Press, please visit [www.lapressjuice.com](http://www.lapressjuice.com).

### **CONTACT**

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