



Biotta® 100% Beet Juice Now USDA Organic; Full U.S. Line Receives Non-GMO Project Verification

*Renowned Name in High Quality, Functional Juices Adds USDA Symbol,
Matching Its Longtime Swiss and European Union Organic Certifications*

CARMEL, IN – (June 2, 2015) – Biotta®, the Swiss pioneer in high-quality, all natural juices, announced today that its Biotta Beet Juice is now USDA Organic, denoting that the product meets all federal USDA guidelines for organic agriculture, harvesting and processing. Biotta continues working to certify all U.S. items as USDA Organic, and expects that the remaining items will be certified shortly.

In addition, Biotta announced that its full line of U.S. juices has been verified by the [Non-GMO Project](#), meaning that these items have met the consensus-based standard that includes GMO (Genetically Modified Organism) risk assessment, traceability, segregation and testing at critical control points to verify that ingredients are not genetically modified. The Non-GMO Project is a non-profit organization that offers North America's only independent review of products seeking non-GMO verification.

“As a name synonymous with quality, Biotta juices have been certified Swiss Organic for more than 50 years,” commented Matt Herzog, President of Biotta’s U.S. distributor. “The addition of the USDA Organic symbol to our Biotta Beet Juice, in addition to our Swiss Organic and EU Organic designations, as well as our new Non-GMO Project verification, gives consumers remarkable assurance of our commitment to the highest agricultural and production practices.”

USDA certified organic foods are grown and processed with strict adherence to federal organic standards for soil quality, pest and weed control, and use of additives. Organic producers rely on natural substances and physical, mechanical, or biologically based farming methods to the fullest extent possible.

Biotta Juices, packaged in 16.9 fl. oz. (500mL) bottles, as well as 32 fl. oz. for Beet, are available in the natural juice section. To learn more, go to www.BiottaJuices.com.

About Biotta Juices:

Since 1957, Biotta (“bee-AH-tah”) has been a pioneer in high-quality, 100% all-natural juices. From its original production location on Lake Constance in northern Switzerland, Biotta makes juices from locally grown, field-ripened produce using completely natural processing methods including low-heat pasteurization.

Biotta “functional juices” promote optimal health, enabling consumers to enjoy “All the goodness of nature in a bottle.”

Biotta is USDA Organic and Non-GMO Project Verified. Biotta juices are available in both natural and mainstream grocers throughout the U.S. For more information, visit www.BiottaJuices.com.

