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Biotta® Welcomes Carrot Juice To Its Family Of Organic Juices

*U.S. Consumers Benefit from Healthful Biotta Juice Line,
With Entire U.S. Line Now Certified USDA Organic*

CARMEL, IN – (October 8, 2015) – Biotta®, the Swiss pioneer in high-quality, all natural juices, today announced the debut of Organic Carrot Juice to its line in the United States. Biotta Carrot Juice, made from field-ripened carrots, is ideal for health and wellness. Carrot juice, high in Vitamin A and a valuable source of antioxidants, promotes healthy eye function, an improved immune system, lower risk of cardiovascular disease and stroke, and detoxification of the liver.

As a result of the U.S.–Swiss organic equivalency agreement announced in July, all Biotta juices, including the new Carrot Juice, are recognized as USDA Organic. Further, like the other juices in Biotta’s U.S. product line, Biotta Carrot Juice is made using processes verified by the [Non-GMO Project](#).

“Biotta Carrot Juice is an exciting addition not only because of its health benefits, but also because of the way it’s manufactured,” noted Matt Herzog, President of Biotta’s U.S. distributor. “Most carrot juices are pressed, which can damage the vegetable. In our process, the juice is gently decanted via centrifuge. Moreover, Biotta Organic Carrot Juice is never from concentrate. It’s the best carrot juice you can buy.”

Biotta Carrot Juice is a powerful addition to a healthy diet. One serving provides 270% of the recommended daily allowance of Vitamin A, which is essential to healthy vision. Vitamin A also plays a key role in immune system function, assists in healing the body after a strenuous workout, and aids in muscle growth. Converted from beta carotene in the liver, Vitamin A helps prevent premature wrinkling, acne, dry skin and pigmentation loss.

Additionally, carrots and carrot juice lower the risk of cardiovascular disease. According to a Harvard Nurses Health study, people who ate five servings of carrots a week suffered 68% fewer strokes over an eight-year period than those eating carrots less than twice per month.

Biotta Carrot Juice is packaged in 16.9 fl. oz. (500mL) bottles. Look for Biotta juices in the natural juice section. To learn more about the health benefits of carrot juice, go to www.BiottaJuices.com.

About Biotta Juices:

Since 1957, Biotta (“bee-AH-tah”) has been a pioneer in high-quality, organic 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. Available in the U.S. in 10 varieties, Biotta “functional juices” promote optimal health, enabling consumers to enjoy “All the goodness of nature in a bottle.”™ All U.S. Biotta juices are 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.

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