

*The best citrus press in the world, designed and engineered in The Netherlands*

# Two types of orange juice at the touch of a button

**Eindhoven (NL) - based Espressions, known for its range of engineered kitchen appliances, introduces its latest innovation, *the Juicer*. Entirely Dutch designed and developed; *the Juicer* isn't an average citrus press. The world today wants choice without the hassle and *the Juicer* delivers with a juicing cone specially designed to switch the juicing method with a simple touch of a button.**

The goal was to develop an iconic citrus press. Five years later, in close collaboration with celebrated design house VanBerlo, and famed Dutch manufacturer, Bravilor Bonamat - known for its prestigious professional coffee makers - *the Juicer* was made a reality.

But what makes *the Juicer* stand out as a culinary design triumph? It's all in the distinctive shape of the juicing cone. Depending on the direction of the spin, it can fill a glass with two types of juice; fresh and clear or fibre-rich and smooth.

Further, the unique design of the cone ensures the bitter citrus pith isn't pressed into the juice, ensuring a sweet serving every time.

Along with this notable feature and its timeless design, the Juicer also offers great practicality:

- Easy cleaning: twist off all washable parts at once
- Fast and yet silent juicing at 1,450 rpm
- Efficient: up to 30% more juice and 70% more fibres
- Presses all kinds of citrus fruits as well as pomegranate

## **Dutch Design. Made in Europe**

The decision to partner with a Dutch design firm and manufacturer has proven essential in developing *the Juicer*.

"Dutch Design has become a worldwide statement of clever solutions and quality. We set out to develop a distinctive kitchen appliance that was Made in Europe again and would stand the test of time. This may sound straightforward, but we essentially tasked ourselves to reinvent the citrus press. With such a challenging assignment, that we all literally speak the same language proved extremely valuable," says Espressions founder' Marc Berendsen.

## Quality and durability

*the Juicer* taps into the growing demand for durable, quality kitchenware. After subject to intensive testing to ensure it stands up against daily use, the professional-grade motor and powerful drive system are guaranteed to last a lifetime of juicing.

"No compromises were made on quality, and only the best materials and technology went into this appliance. Besides we offer unique functionality with 2 types of orange juice at the touch of a button and the ability to also press pomegranates. We promise that this citrus press will be a joy to use every day for a lifetime to come."

*the Juicer* will go on sale at selected retailers across Europe as of December 2019.

For the full Juicer story: [www.thejuicer.eu](http://www.thejuicer.eu)



Espressions Founder Marc Berendsen



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### Note to editorial staff (not for publication)

The Dutch company Espressions based in Eindhoven specialises in the development of sustainable kitchen appliances for both commercial and home use. For further details and content, please contact Marc Berendsen at: [mb@thejuicer.eu](mailto:mb@thejuicer.eu) or per telephone at +31 40 290 11 30.

