

# JUICY<sup>®</sup> NEWS

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ISSUE 03

01.10.2022

**VISITED**



**BEAUTIFULLY ROTTEN**

Self declared "The world's most rubbish bar", showcased at London Cocktail Week 2022. Set in an abandoned warehouse and utilising truly discarded materials for every element of the space this beautiful experience truly nailed the brief of highlighting waste in the world of food + drink. We got served 3 drinks 'from the bin' and loved every single one from the Banana Peel Daiquiri to the Grape Skin Vodka Spritz.

**SEEN**



**SMART + PRETTY**

With the world becoming a much less affordable place to live - the necessity of TK Maxx and other discount stores is going to be paramount. However, it's hard to shake the negative brand connotations that 'discount stores' carry....that is until [martie.com](http://martie.com) hit the world. A beautifully branded, easy to navigate discount ecom shop here to save the day and help customers navigate the reality of 'best before' date signage. We would say it's the home store equivalent to depop vs eBay

**ADMIRIED**



**COFFEE BALL?**

Coffee pods are one of those products (like the caps of milk bottles) that really confuse the rules of recycling. Some are marketed as biodegradable but there is a sense that this may not be as cut and dry as we'd like and what we do know is the huge contribution pods have to our ever expanding landfills. So we were thrilled to discover Migros' new invention of the capsule system without a capsule. A small, fully compostable ball of pressed coffee

**TASTED**



**CLICK + CLEANSE**

We are VERY into the Korean obsession for 'Hangover cures'. A problem that has been repeatedly attempted in the west to not much success. This click + pour Soju drink caught our attention with the ingredients designed to stimulate the enzymes in the liver to break down acetaldehyde the substance produced when consuming alcohol. The Soju shot can be drunk solo or as a 'jagerbomb-esque' tool.

**+++ VALUE TREND**

**VEGAN IMMITATION FOODS**

As Veganism continues on it's thriving growth trajectory we've taken a deep look at the most extreme animal immitation foods that will blow your mind.

Shout outs go to:

- Wundereggs - Vegan Hard Boiled Eggs
- Vegan Zeastar - Sashimi No Tuna
- Simulate - No- Chicken Tenders
- Cavi.art - Vegan Caviar
- FoieGood - Vegan Foie Gras

