

## **Media Contact**

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### **Squeeze Juice Works Announces Second Location in Tampa**

*The popular organic juice business breaks on through to the other side of the bay*

**(July 15th, ST. PETERSBURG/TAMPA, Fla.)** - The owners of the thriving Squeeze Juice Works in St. Petersburg, Fla., are opening a second store off South Boulevard in Tampa on Tuesday, July 15. Squeeze's organic, cold-pressed juice is in a league of its own and has rapidly become a favorite go-to spot for the St. Petersburg community.

The Tampa store promises to be an inviting space with communal tables and bar seating. Whether taking a lunch break, having a work meeting, studying for exams, or enjoying a social outing, the comfortable environment, exceptional customer service, balanced juices and food will surely have patrons coming back for more. Products and services will include: signature organic, cold-pressed juices (each pint has four to six pounds of organic fruits and vegetables); decadent plant-based grab-and-go meals that you won't find at any other local juice store; user-friendly, personalized juice cleanses; fortifying medicinal shots; a variety of kombucha, both on tap — to create cold-pressed kombucha elixirs — and in the bottle; pre- and post-cleanse products; and innovative cleanse support based on individual's pathologies and long-term health goals.

**"Squeeze has been able to expand rapidly due in no small part to the support of our customers that visit us from all sides of Tampa Bay. Squeeze might have been proudly born in St. Pete, but Tampa is the hometown of both Kelly and Shawn. We're ecstatic we get to bring all we've learned on our journeys back to their roots. It was a natural progression in our expansion, and we'll continue to grow in other markets in the coming months," said Mike Indrigo, co-owner of Squeeze Juice Works. "From the onset, our strategy was to invest in and develop an infrastructure that provides the capability to centralize production, control supply-chain, and support a certain amount of stores in a particular region. We believe firmly in this strategy as it allows us to not only meet the demand of our ever-growing customer base but to also keep intact the integrity, consistency and inherent benefits of our product by not using pasteurization or high pressure processing, also known as HPP."**

In recent years, juice companies have sprouted up all over the country. Some call it trendy, some call it a fad. But for others, like the founders of Squeeze, it goes deeper than that. Squeeze Juice

Works was started out of a deep passion and belief that everyone deserves to be their healthiest self. The operation is more than a business; it's a group of people dedicated to educating schools, hospitals, companies and individuals about the importance of wellness. The company's employees truly care about the health of their neighbors and community, and they hope that through their delicious, nutritious products, they can make a positive change in the Tampa Bay Area. So far, their actions are proving just that.

One hundred percent of Squeeze's materials are recycled and for every glass bottle returned to the store, customers receive 10 cents off their next purchase. The juicing produces an average of 100-150 pounds of organic pulp a day, which is used for compost by the Edible Peace Patch, Girls Incorporated of Pinellas, and local urban farmers. And the company is engaged in strong partnerships with other local businesses like The Urban Canning Company and Mother Kombucha.

Anyone can throw ingredients in a blender and call it a day. But the folks at Squeeze take great pride in the balance of their juices. They've studied ratios of ingredients. They've studied flavor profiles. They understand the science that goes into perfecting their blends to ensure that the juice doesn't just taste great, but is perfectly proportioned with the proper nutrients. How else would one come up with the "One Night in Bangkok," which includes carrot, coconut water, cilantro, ginger, lemongrass, cayenne, and a touch of sea salt and lime. It is the owners' unparalleled depth of knowledge that elevates their products and services to the next level.

Keep your eyes peeled for additional store openings in coming months. The owners are aware of the tremendous demand for their product, and they want to continue growing so they can provide their incredible juices to more people in the region.

The Tampa location's grand opening will take place after the July Fourth weekend.

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### **About Squeeze Juice Works**

*Squeeze Juice Works was founded in Kelly Lessem's kitchen after she was diagnosed with an autoimmune condition. Kelly was frustrated by the lack of healthy food options in the area so she decided to use her globally trained background in health and wellness to create nutrient dense juices and clean foods that would help the body thrive. Kelly started the business out of her home but was soon overwhelmed by the community's enthusiasm for her products. She brought in her lifelong friend, Amy Losoya, who has a wealth of expertise in the restaurant and hospitality fields. When the business grew out of their commercial kitchen, Amy and Kelly brought in their friends Mike and Shawn Indrigo who have strong business and finance backgrounds and could help take Squeeze to the next level. Kelly, Amy, Mike and Shawn's mission is to provide raw, unpasteurized juices that will benefit the body's ecology.*

*For more information about Squeeze Juice Works, please visit [www.squeezejuiceworks.com](http://www.squeezejuiceworks.com) or call 727-821-1095.*