

Project Juice Merges with Ritual Wellness

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Southern California-based Ritual Wellness and Northern California-based Project Juice are merging brands and identities to offer consumers certified organic, non-GMO, cold-pressed juices, nut milks, cleanses and plant-based foods to a wider audience across the country. Uniting the companies under the Project Juice name, each of the new brand's nine storefronts throughout San Francisco, San Diego and Orange counties will also operate under the Project Juice umbrella. Employees from both companies will operate as a team, uniting Ritual Wellness co-founder Marra St. Clair and her partner Lori Kenyon Farley with Project Juice founders Rachel and Greg Malsin and Devon Briger. "We are thrilled to unite with Project Juice because it is the best thing for our customers," Ms. St. Clair said. "The merge allows us to be an even better partner to our clients' in their efforts to live well." Taking advantage of the company's expanded footprint, with the continued goal of making use of the freshest local and organic ingredients possible, Project Juice will be able to respond to the varying growing seasons up and down the West Coast by dividing sourcing between Northern and Southern California. The business merger immediately multiplies Project Juice's purchasing power, enabling the company to work directly with more California farms. Purchasing directly from the farm, rather than through distributors, guarantees maximum freshness and quality while helping Project Juice to better support local growers. A revamped Project Juice website will launch in the first quarter, providing a better user experience, while a promotional offer of free shipping, which has long been requested by the company's nationwide audience, will be the first of many projects under the new merger. Throughout the year, Project Juice will continue to expand with additional retail stores, product innovations and other undisclosed projects.



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