



5 Reasons Why We Dig Organic Avenue's Grab-And-Go



Forget about In-N-Out Burger, Mickey D's and KFCs of the world. Bet you never thought juice diets and grab-and-go could ever happen in the land of super size-it! The first grab-and-go for organic, plant-based meals and snacks in the US has finally arrived thanks to **Organic Avenue**.

In late April, the 12-store brand opened a new flagship at 5 Brant Park in New York City. If you haven't been keeping up, Organic Avenue is a 14-year old leader of the cold-pressed juice industry, with releases of amazing menus of hot and cold organic plant-based foods now available for casual in-store dining or takeout. Your breakfast, lunch and dinners have never tasted or felt so green and healthy! Here are 5 reasons why we think you'll dig OA as much as we do:

1. **Power your brain so you can think better!** They've launched new signature highlights in-store with Feed Your Brain menus that give educational and nutritional info about plant-based eating. The flavor-focused, healthful meals include a special

series of menu items developed with chefs and nutritionists from SPE Certified®, a unique company that enhances the nutritional quality of meals, without compromising taste.



2. Location, location, location! New Organic Avenue store openings will be concentrated in areas that reach consumers during their workdays. Especially in dense business districts, giving local office workers healthy grab-and-go meal options so we can all reach our physical goals!



3. **Wrap it up!** We're in love with the new Curried Vegetable Wrap (hot) which is a classic curry with cruciferous cauliflower that provides potassium and folate for brain function. Cayenne ginger curry and tea-soaked raisins add antioxidant power. We also think the Romesco Green Bean Wrap is pretty awesome too. Hearty green beans and protein-rich almonds with a savory romesco sauce wrapped in a whole wheat tortilla. Almonds provide protein while red bell peppers and tomatoes add vitamins.



4. **Kimchi, anyone?** The new Kimchi Wild Rice Bowl is another hearty wild rice with Asian flavors. Wild rice and cashews makes this a complete protein dish. Kimchi is a traditional Korean dish made of fermented vegetables, a great source of healthy probiotics.



5. **Indoor decor pulls you in.** The new Organic Avenue flagship at 5 Bryant Park in Manhattan incorporates a modern design with an inviting ambiance with vertical plant gardens as a focal point.



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