

WE would like to welcome new readers to **fresh-pressed**, our quarterly newsletter, keeping you up-to-date on all things fresh. Check out our website at [www.freshrestaurants.ca](http://www.freshrestaurants.ca) for tons of information about our menus, locations, ingredients, cookbooks and history.

**Fresh**, originated in 1992 as *Juice for Life*, was created to feed hungry Toronto vegetarians and non-vegetarians alike, with foods and fresh-squeezed juices that would tantalize your taste buds and challenge the stereotype that healthy food is bland or boring. We are built on a strong foundation of guiding principles that contribute to your good health, a stronger community and a better world.



**FreshCard \$100 Winner**

Congratulations  
**CLAUDIA HALL**

*Thank you for  
your feedback!*



**Refresh Cookbook Winner**

Congratulations  
**EBONI DAVID**

*Thank you for signing up  
for our newsletter!*



**the fresh shop**

Our online **fresh shop** is now open! Our new shop will allow customers to buy, reload and check fresh gift card balances, purchase fresh cookbooks and baggu bags by using their credit card! We will ship anywhere in Canada or internationally. Just go to our website at [www.freshrestaurants.ca](http://www.freshrestaurants.ca) and click on **shop**.

**meal deals**

Our **meal deals** have shifted to weekdays between 3 and 6 pm at all locations. Each day we will select one meal and one juice and offer it at half-price to our customers.

*Meal deals are NOT available for phone in orders.*

**summer organic wine special**

Our selection of imported organic whites and reds are offered this summer at a reduced cost of \$7 glass. This is your opportunity to taste some delicious organic wines that normally sell for \$9 or \$10 a glass.

**baggu bag discounts discontinued**

The **bring your own baggu bag** 15% discount on take-away food has been **discontinued**. Starting July 1, if you bring your own bag, or decline to take a plastic bag, you will not be charged the 5 cent plastic bag fee required by the City of Toronto. Instead, we have shifted the 15% discount to **bring your own container** for take-away food. Our store plastic bags are biodegradable and compostable.

**new menu in the works**

**What would you love to see at Fresh?**

Food fuels us, provides valuable protein, vitamins, minerals, and other nutrients necessary to keep our bodies healthy and active. But food is much more than its basic function: food is also something to be enjoyed, even in the midst of a busy lifestyle. Share your cravings, ideas, preferences and suggestions with us. We promise to take it all into consideration as we work on the exciting new **fresh menu** coming out this fall. Write us at [feedback@freshrestaurants.ca](mailto:feedback@freshrestaurants.ca).





BLOOR



CRAWFORD



SPADINA

## specials of the month

Our new monthly specials cater to Toronto's well-traveled, adventurous and health-conscious customer. The flavours are big, bold and more diverse than ever at **Fresh** with creations from around the globe. Monthly specials that prove popular with you, our hungry customers, will make it onto our new fall menus. In May, we introduced a new Dosa called the **Avocado Dosa**: spiced pancakes rolled with avocado, grape tomatoes, cilantro and hemp seeds and served with mango tamarind chutney and cilantro coconut chutney. June's special was the **Mediterranean Salad** with falafel bits, cauliflower feta, pine nuts, grape tomato and our new delicious lemon mint dressing. What is July's special going to be? That's a surprise!

## the new superfruit

Our love affair this summer is with **Açaí**, the Amazonian purple berry. This newsworthy organic superfruit has been getting a lot of attention lately for its powerful antioxidant abilities that contribute to good overall health. And now the powers of the Amazon are available at **Fresh** in two great drinks: the **Amazon Açaí Energy Elixir** and the **Superbuff Protein Shake**.

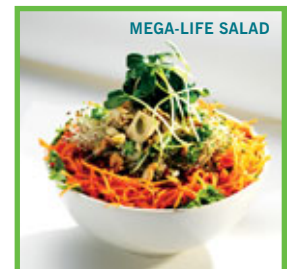
Like many of the emerging Amazonian superfruits, there are currently no studies to scientifically prove the benefits of Açaí, but many users have documented their impressive results, including **Oprah** and **Jennifer Aniston**. It is reputed to increase energy, aid digestion, provide powerful levels of antioxidants to combat harmful free-radicals in the body, improve skin tone, and reduce cholesterol.

## under the radar FRESH CELEBRITY VISITS



MUSHROOM ONION BURGER

**MICHAEL CERA** (Juno) with **JASON SHWARTZMAN** (The Darjeeling Limited) at **Fresh on Crawford** for Date Almond Shakes, Mushroom Onion Burgers and Sweet Potato Fries. They are frequent nibblers at **Fresh** while here shooting *Scott Pilgrim* with British director **EDGAR WRIGHT** (Shaun of the Dead). / Singer **INDIA.ARIE** (Acoustic Soul) at **Fresh on Spadina** with her entourage for a feast of All Green Vegetable Cocktails, Mega-Life Salads and Coconut Tempeh before her recent concert at the Queen Elizabeth Theatre, May 15. / Country singer **LEANN RIMES** with her husband (BTW: her marriage is rock-solid) at **Fresh on Bloor** for an intimate (if not very private) dinner of organic wine, Magic Tofu Wraps and Thai fries. / Lovely **RACHEL MCADAMS** (the Notebook) and her boyfriend, actor **JOSH LUCAS**, were in for take-away at **Fresh on Bloor**. Canadian Rachel has been a regular customer for a few years, previously coming in with actor **RYAN GOSLING**. / Famous vegan, **MOBY** comes and goes when he is in town. He was recently visiting **Fresh on Crawford** for juices and our decadent vegan desserts. We first met Moby in the 1990's when *Juice for Life* was a little juice bar and café in the Queen Street Market, across from CityTV. He has since opened his own little vegan dessert place called Teany Café on the East Side of NYC. / World-Renowned Ashtanga Yoga Teacher **DANNY PARADISE** wandered into **Fresh on Bloor** for a healthy late afternoon snack of the Beach Bowl on Soba Noodles, along with the energizing Amazon Açaí Shake. He had just spent the morning practicing yoga with **STING** and **SHERYL CROW**, staying down the street at the Four Seasons before their ACC concert. / Celebrity men who have lunched at **Fresh** lately: actors **STEWART TOWNSEND** (**CHARLIZE THERON**'s boyfriend) and **ADRIAN BRODY** at **Fresh on Spadina**, **BILL PAXTON** (HBO's *Big Love*) at **Fresh on Crawford** and **K-OS** (great new album Yes!) at **Fresh on Crawford** patio.



MEGA-LIFE SALAD