

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 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
Minda

Fresh has been a saving grace during a recent 3-month elimination diet. Your wait-staff really understand dietary restrictions! I also went to Fresh once with a co-worker who was quite close-minded about the tastiness of vegan food. He quite literally ate his words after the meal :) Keep up the great work!



Refresh Cookbook Winner
Congratulations
Stephanie Ball

I would love a copy of the Refresh cookbook. I would buy one, but I am a grad student and money is tight. Fingers crossed that I will win one! LOVE your restaurant. I really appreciate the great deals and student discounts!



FRUITY GREEN & DATE ALMOND



DRAGON



FIRST KISS



GREEN GODDESS

fresh re-cap

Ten years ago the word vegan or vegetarian was on the fringe. Today, our customer is savvier. The average person knows more about healthier eating, possessing a voracious curiosity and a willingness to try new things.

This is a refreshing change from the days when potential customers would read our menu, get up and back out the door, apologizing that it's just too healthy for them.

The negative stereotypes associated with a vegan or vegetarian diet have mostly disappeared. Our dream all along has been to get more people to believe that it's hip to be healthy and that having a healthy natural glow, exercising, relaxing and eating right for your self and the planet could be the new definition of modern, trendy and forward-thinking. Being proud of our poor eating habits used to be a badge of honour; now it's so un-cool.

Naturally, we are all different with varying lifestyles, habits, preferences and dislikes. What works well for one individual may not work for another. One thing is for sure though: we all want to feel good, have more energy, enjoy life and live longer.

We've always believed that if we could make vegan or vegetarian eating more accessible, then more people would want to eat this way. With three restaurants up and running, three national best-selling cookbooks and more on the way, we've grown from contributing to a niche market to being a popular award-winning destination in a booming industry.



www.twitter.com/freshonspadina
www.twitter.com/freshonbloor
www.twitter.com/freshoncrawford



nutritional breakdowns

At *Fresh*, we have chosen not to have nutritional breakdowns for our food and juice menus. Here's the reason why: we believe that for the last few decades, food industry marketers, nutritional scientists and journalists have confused us about what to eat. Knowledge that used to be passed down from one generation to the next has been taken over by a money-making agenda put forth by people looking to profit from the confusion. We are taking a stand against this and want to follow a philosophy closer to what Michael Pollan talks about in his book "In Defense of Food". His mantra is deceptively simple. **"Eat food. Not too much. Mostly plants."** Meaning: Eat real food-real ingredients that haven't been processed beyond recognition. Don't stuff yourself. Be mostly vegetarian.

Nutritionism started in the 70s, and is basically the science of breaking down food into its various components.

For instance, rather than saying "Oranges are good for you", nutritionism would say "Oranges have vitamin C, fibre and calcium. These elements are good for you". Nutritionism suggests that food is simply the sum of its parts, that the effects of individual nutrients can be scientifically measured, and that eating requires ever changing expert advice. One day it's saturated fat that is bad, next day it's carbs, then it's trans fats...what's next? Food companies want us to believe that it is the elements in certain foods that are the important thing-like the Vitamin C in oranges, or the resveratrol in grapes, rather than just thinking that oranges and grapes are good, so that they can then put those ingredients into processed foods and present it as healthier than the original thing. Once upon a time we ate because it satiated our hunger and because food tasted good. Now we have become a world of label readers. The food industry makes money with new and improved products, packaging, processing and additives, and with health claims. Yet **the healthiest foods are those that are the most traditional, the least**

packaged, the least modified and the least marketed.

Common sense has been replaced by confusion. Parents used to teach their children which foods are good for you and which ones are not; which foods are fattening, which foods are just empty calories. We have been systematically fooled into thinking it is more complicated than it really is. The paradox is that the more we worry about nutrition, the less healthy we become. For most of human history we didn't need any help from scientists to decide what to eat.

We prefer not to be a part of that. We prefer not to break down everything we make into its different elements. We want to go back to the days when foods were recognized as whole items, not as a sum of their molecular parts. What if we went back to a way of eating that was based on tradition and ecology, not pseudo-science that is paid for by food manufacturers?

At *Fresh* we buy plant-based food and cook it up the same way you would at home, just in larger quantities. We want you to embrace the joy of eating again, safe in the knowledge that all of our menu items are made from whole foods. We trust that your common sense and intuition will guide you towards deciding what to eat on any given day. Everyone knows eating french fries or onion rings every day is not good for you. We don't need a chart to tell us that. But once in a while is fine. Enjoy!

We have no secrets. Most of our recipes are published in our cookbooks, and for those that aren't, we'd be happy to share them with you so you can check it out for yourself. Let's go back to the days when we trusted ourselves to know what to eat, and give ourselves the freedom to enjoy it!



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