

Two types of orange juice at the touch of a button.

Eindhoven-based Espressions, known throughout the culinary world for its range of engineered kitchen appliances, introduces its latest innovation, *the Juicer*. Entirely Dutch designed and developed; *the Juicer* isn't an average citrus press. The world today wants choice without the hassle and *the Juicer* delivers with a juicing cone specially designed to switch the juicing method with a simple touch of a button.

The goal was to develop an iconic citrus press. Five years later, in close collaboration with celebrated design house VanBerlo, and famed Dutch manufacturer, Bravilor - known for its prestigious professional coffee makers - *the Juicer* was made a reality.

But what makes *the Juicer* stand out as a culinary design triumph? It's all in the distinctive shape of the juicing cone. Depending on the direction of the spin, it can fill a glass with two types of juice; fresh and clear or fibre-rich and smooth.

Further, the unique design of the cone ensures the bitter citrus pith isn't pressed into the juice, ensuring a sweet serving every time.

Along with this notable feature and its timeless design, the Juicer also offers great practicality:

Simple to clean

A silent and wear-resistant, brushless motor

Quick and easy juicing at 1,400 rpm

Presses all citrus fruits as well as pomegranate

Dutch Design. Made in Europe

The decision to partner with a Dutch design firm and manufacturer has proven essential in developing *the Juicer*.

"Dutch Design and Made in Europe have become worldwide statements of clever solutions and quality. We set out to develop a distinctive kitchen appliance that was made in Europe and would stand the test of time. This may sound straightforward, but we essentially tasked ourselves to reinvent the citrus press. With such a challenging assignment, that we all literally speak the same language proved extremely valuable," says Espressions' Marc Berendsen.

The first hundred juicers will be manufactured by Bravilor in the Netherlands. Thereafter, production will be moved to a brand-new Bravilor plant in Poland.

Quality and durability

the Juicer taps into the growing demand for durable, quality kitchenware. After subject to intensive testing to ensure it stands up against daily use, the professional-grade motor and powerful drive system are guaranteed to last a lifetime of juicing.

"No compromises were made on quality, and only the best materials and technology went into this appliance. We promise that this citrus press will be a joy to use every day for a lifetime to come."

the Juicer will go on sale at selected retailers across Europe from October 2019.

For the full story behind the Juicer, visit www.thejuicer.eu



Note to editorial staff (not for publication)

Espressions specialises in the development of durable kitchen appliances for professional and home use. For further details, please email Espressions Europe at mb@espressions.eu.