

# Reaching New Heights: Java Juice Liquid Coffee Extract Makes Huge Leap Forward in Backcountry Coffee

VENICE, CA – May 4 (SEND2PRESS NEWSWIRE) – No time for brewed specialty coffee? Need a quick, pick-me-up? No worries. On the trail, at home, or at the office, just add hot or cold water to Java Juice(R) for a cup of the freshest-coffee alternative available.



**Send2Press® Newswire** Java

Juice(R), a pure coffee extract “straight from the bean,” was recently introduced to markets targeting outdoor, travel, sports and culinary enthusiasts.

Freshness is key. In the world of coffee extracts, the lower the ratio of water-to-extract, the greater amount of flavor and coffee taste retained. Java Juice(R) uses a ratio that guarantees a six-month shelf life, without preservatives.

Unlike freeze-dried or other instant coffees, Java Juice(R) is a fresh or ‘live’ product. The specially-designed, barrier packets keep out light and oxygen which can degrade coffee taste.

“Until now, ‘just add water’ for coffeehouse-quality coffee did not exist,” Richard Karno, expert coffee roaster and Java Juice(R) developer explained.

Java Juice(R) is sourced from fairly-traded, shade grown, certified organic coffee beans, certified Kosher, anti-oxidant rich and additive-free. It contains no chemicals or preservatives, and, it's made in the USA!

The extract comes in a nitrogen-flushed, one half-ounce packet that will not swell at altitude. With a PSI rating of 190 pounds, packets cannot be crushed, or break under pressure in suitcases or backpacks.

Environmentally and economically sustainable, Java Juice(R) is as "green" as is gets. It's great for camping and meets the requirements for "Leave No Trace," packers; it carries out in a small, foil wrapper.

"It's like having a portable espresso machine in your jeans," Alpine climber, Sharman Bacigalupi, exclaimed.

These half-ounce packets yield an 8-16 ounce cup of hot or iced coffee, depending on personal taste. With the caffeine equivalent to a double-shot of espresso, it is also used as a booster to already-brewed, weak coffee. Add it to pre-heated milk and create the perfect latte!

The innovative extract is also revolutionizing the culinary world. For a hint of mocha or to amplify flavor in a recipe with chocolate, just add a packet of Java Juice(R).

"For a perfect tiramisu," Karno said, "you can't beat Java Juice. It also works great in marinades and BBQ sauces."

More information about Java Juice: <http://www.javajuiceextract.com>

Java Juice is a registered trademark.

News issued by: Java Juice, Inc.

# # #

Original Story ID: (1602) :: 2006-05-0504-003

Original Keywords: Java Juice, Inc., javajuice, coffee beverage, liquid, drink, Arlene Karno, Venice, California, portable espresso machine, Sharman Bacigalupi, fairly-traded, shade grown, certified organic coffee beans, certified Kosher, anti-oxidant rich and additive-free, Richard Karno, expert coffee roaster, coffee extracts Java Juice, Inc.