

NEW Java Juice Jacks Up Chicago Ride for AIDS

CHICAGO, IL – June 2 (SEND2PRESS NEWSWIRE) – Look out, Red Bull, Venom and Whoopass. The riders on this year's Ride for AIDS Chicago, June 3rd and 4th, are being powered by Java Juice(R). Java Juice(R), the first pure coffee extract "straight from the bean" in Venice, California, has found acceptance on the Appalachian Trail, camp sites, organic markets and culinary institutions – and now on the back roads of Illinois and Wisconsin, according to the company's co-founder, A. Karno.



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"My best friend lives in Chicago and was participating in the Ride, so we wanted to make a significant contribution. Sometimes money's best, but we thought [all 125] caffeine-loving riders would appreciate the taste of freshly brewed coffee wherever they opened a packet of Java Juice on the [180-mile] route."

Some quick thinking got a shipment of 800 packets to the Ride's organizers, TPAN (Test Positive Aware Network).

A breakthrough in the world, of extracts, Java Juice(R) is sourced from fairly traded, shade-grown, certified organic coffee beans. It is kosher, anti-oxidant rich, environmentally sustainable and additive-free. It contains no chemicals or preservatives, and, it's made in the USA. The specially designed barrier packets keep out light and oxygen and keep the coffee taste extremely fresh. They're also especially well suited for the road, as packets cannot be crushed, or break under pressure in suitcases or backpacks.

Each packet yields 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, can be added to steamed milk, savory sauces and much more.

“Until now, ‘just add water’ for coffeehouse-quality coffee did not exist,” Richard Karno, expert coffee roaster and creator of Java Juice(R) explained. “Since it’s already brewed, all you have to do is rip it, drip it and sip it!”

Ride for AIDS Chicago spokesman, comedian, cartoonist and NPR commentator Aaron Freeman agrees. “Java Juice(R) will be the bomb out on the trail-and we can’t wait to cook with it when we get home!”

To find out more, visit: www.javajuiceextract.com

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