BULKY DOCUMENTS

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Part 2 of 3

Processed by Curtis Puryear

Lewis painted the walls of Le Tour Eiffel, and Christopher Nevinson and Mark Gertler earned their keep at Pagani's. Their work is lost, although a painting of a gathering of Vorticist artists at Le Tour Eiffel, by William Roberts, captures those wild days, and a visitor's book of 1908 includes signatures and doodles by Chaplin, Cocteau, Max Ernst and Raoul Dufy.

Many of the smartest restaurants had dance floors - one, the KitKat, even offered cinema screenings between courses - and a designer's view of Fischer's restaurant in Bond Street in 1932 depicts the start of a new phenomenon "ladies who lunch". The menus of long-gone Jewish East End restaurants, and the early menu of a still surviving Indian, Veeraswamys, are redolent of the past: apparently, pre-1914, London had one Indian and one Chinese restaurant.

There are now about 600 serving Indian food, out of a total of 3,000 restaurants in London. We take eating out for granted, but this exhibition traces an unexpected history of great changes in tastes and manners. We are very much what we eat.

* You can access the sponsor, SimplyFood.co.uk and its restaurant list, via the internet.

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THE INDEPENDENT

Exhibitions - Oh please sir, can I see some more?

By ROBERT BEVAN.
666 words
31 October 1999
Independent On Sunday
4
English
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London Eats Out Museum of London

The Museum of London has done some determined scratching around at the back of the larder for its latest exhibition. It's come up with a piece of gingerbread sold at the last Frost Fair on the Thames in 1814 and a blackened Tudor banana skin suspended in formaldehyde.

The problem with any historical exhibition about food is that you cannot have your cake and eat it: over the centuries the evidence has quite literally been gobbled up. For something we take so much for granted but which is of vital importance all day and every day there is little to show for it - certainly before the 19th century.

This is partly, as the Museum acknowledges, because it is the story and artefacts of the wealthy that survive. Such material as exists on the lives of the poor has been gathered here in five pavilions - one per century - smartly designed by - who else? - Conran and Partners, the design arm of Sir Terence's food and furniture empire.

The pavilions trace the course of eating out from Elizabethan ale houses and cookshops to the gastro pubs and sushi bars of today. Despite their natty design, the displays are curiously traditional - objects in cases are supplemented by 3-D still lives of dining tables through the ages, complete with plaster joints of meat and fish borrowed from a giant's doll's house. The pavilions are linked by themed displays on the wall examining utensils, festival and street food via paintings, photographs and objects.

What it does bring home sharply is that eating out is not an invention of the modern period. If anything it is less important now than it was for the 350 years from 1500 when few Londoners would have had their own oven let alone kitchen. Eating out, however humbly, was for many the only option for a burgeoning urban population with no access to the land. Cookshops provided basic fare, ale houses, taverns and inns something a little more substantial.

As London and its middle class grew over the centuries, the diversity of places to eat and the food on offer grew and became tied up in the economic and social life of the city. Coffee houses became proto-offices, and following the arrival of railway commuting the sandwich sustained workers who couldn't get home for lunch. In the 19th century this would have been wrapped in cabbage leaf. On display today is the wrapper of a Pret a Manger bacon and avocado special.

It was only with the advent of the restaurant in the 19th century that the idea of dining out for pleasure gained currency. Chains and franchises have increasingly built on this leisure potential to the point where Londoners now spend an average #700 a year on eating out. Wimpy and McDonald's arrived. Marketing and branding reign. Naturally, Conran gets a glowing mention.

With the pleasure has come guilty fears. Adulteration of food is nothing new: chalk in bread and veg cooked in copper pans to make them greener were just two of many findings in the Lancet in 1850. Further back, Chaucer's character sketch Hodge of Ware, Cook of London with his suppurating sores, doesn't even bear thinking about.

These fears - and the thorough commercialisation of food - are curiously reinforced at the end of the exhibition. "Eat Out", one giant graphic exhorts. Another raises "current concerns about food safety and genetic modification". You are then squeezed out through a fully operational juice bar operated by **Crussh**, the exhibition sponsor - a shiny prototype of a new chain. "Why juice?" we're asked. The blurb shamelessly plays on contemporary obsessions with health and ingest-ing vitamins. It's tempting to smash a display case just to see if the Frost Fair gingerbread is still edible.

'London Eats Out': Museum of London, EC2 (0171 600 3699) to 27 Feb 2000.

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Evening Standard

The juice is loose; Just the Job

DAVID ROWLEY
724 words
13 September 1999
The Evening Standard
J
6
English
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FEELING tired? Have a coffee.

That has been the accepted response of knackered office workers for years.

But if the evangelical owners of the capital's juice bars have their way, that could all change.

Juices with added ginseng, ginger, herbs and wheatgrass can all give a clear head, and a kick start of energy, as effectively as coffee and tea.

Juices, of course, are also good for you.

A diet rich on juices will help detox you. The purer your system, the stronger the effect of these juice combinations. But be warned - although they look innocent, many "juices" are surprisingly potent and are not to be taken by those planning a quiet evening unwinding in front of the telly.

We asked London's leading juice bars to name the drink most customers choose to start their day with.

WEST END

Juicemoose, 28 James Street, W1. Tel: 0171 487 2882. Opens 8am.

Most popular morning drink: The Brain Booster, small Pounds 1.99; medium Pounds 2.79; large Pounds 3.49.

Contains ginger, carrot, apple and orange.

How it works: The ginger gives a slightly bitter taste, but gets the circulation going and sharpens the mind. The carrot and apple cleanse the system while the orange helps overcome the b i t t e r f l a v o u r s o f ginger and raw carrot.

Also popular here is the Blue Energy shake, made of soya milk, blueberries, vanilla and banana.

THE CITY

Crussh, 48 Cornhill, EC3V 3PB (also Curzon Street, Mayfair). Tel: 0171 626 2175, opens 7am.

THIS IS Evening Standard Most popular morning drink: Love-juice, medium, Pounds 2.50. It's made of strawberry, banana, peaches and orange juice.

How it works: This one is a bit psychological. Jennifer, manageress at **Crussh**, says: "The expression on people's faces when they come in can be a bit downcast, so the deep red colour of Lovejuice brings a bit of brightness into their lives." Outselling all other juices here by two to one, its appeal must also be that it contains probably the four sweetest and most popular fruits.

DOCKLANDS

fresh'n'smooth, Tower Concourse level, 1 Canada Square, Canary Wharf, E14.

Tel : 0171 513 0076 ,Opens 7am.

Most popular morning drink: Berry Blast smoothie, three-quarters of a pint, Pounds 2.30.

Raspberry, blueberry, frozen yoghurt and apple.

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How it works: Many who visit fresh'n'smooth soon after its 7am opening have skipped breakfast. The thick and rich smoothies provide the equivalent of a meal that is easily consumed in the office with the minimum of mess.

Increasingly popular here are the 30p extra energy-giving supplements of ginseng and spirulina which can be added to drinks, with little noticeable change to the flavour.

Also good is the Bananarama smoothie, with banana, honey, ice, skimmed milk, Pounds 2.30.

COVENT GARDEN

Farmacia, 42 Shorts Gardens, WC2. Tel: 0171 836 3192. Opens 10am.

Most popular morning drink: Power Boost, 8oz (small), Pounds 3; 12oz (large), Pounds 3.50. Contains pineapple, apple, carrot, ginseng, schisandra and damiana.

How it works: Ginseng is for

energy. Schisan-dra, a Chinese herb, is good for the circulation, leading to increased energy and memory .

Damiana, a western herb, again gives energy and is renowned as an aphrodisiac.

The fruits are nutritious and cleansing.

This orange-coloured juice is the most effective of all the juices tried.

While the carrots make it a touch on the bitter side, you'll be alert and at full energy 20 minutes after drinking it.

NOTTING HILL

Fluid, 13 Elgin Crescent, W11.

Tel: 0171 352 4372. Opens 8.30am.

Most popular morning drink: Shot of wheatgrass, Pounds 1.30, washed down with freshly squeezed orange juice, Pounds 1.90.

How it works: The shot of wheatgrass is green, foul, mercifully small - and very good for you. You should feel the benefits almost immediately after downing it, according to Fluid's owner Tim Scott. The best way to take it is to think of England, down it in one and make sure you have a suitably acidic freshly squeezed orange juice to hand, to take away the taste in your mouth .

A daily dose should provide ally our energy needs, cleanse the body and help any healing process.

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DAILY EXPRESS

Top chef launches Jus Cafe

217 words
28 August 1999
The Express
English
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One of Britain's top chefs has opened the first in a chain of juice bars.

Michelin-starred chef Philip Howard, who runs The Square restaurant in London's upmarket Mayfair district, got together with top caterer Julian Dyer and Der-mot Verscholyle, co-founder of the Groucho Club, to launch Jus Cafe.

They plan to expand the chain to more than 40 within three years. Jus hopes to cash in on the rapidly growing popularity of juices and smoothies. It joins rivals such as **Crussh**, Fluid and juicemoose.

The craze for juicing has come from across the Atlantic where the juice bar market is already worth $1billion (GBP620million). The company plans to open three Jus Cafes this year and 10 next year from an initial GBP750,000 raised from private investors.

A further GBP6million will come from bank debt before a stock market flotation. "We would look at listing in two to three years," managing director Dyer said.

"We don't feel juice alone could survive in this country because of the weather and the cost of fruit," he added. Jus Cafe, which will offer a range of snacks, hopes to cash in on consumers' increasing awareness of diet following fears over GM food and the use of pesticides.EMMA DANDY

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Evening Standard

I'll have a glass of spinach; Fresh juice bars try to squeeze out London's coffee shops

MARK BENHAM
478 words
16 August 1999
The Evening Standard
A
19
English
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THE supremacy of American-style coffee shops in the capital's cafe scene is under threat from a new "fast drink" phenomenon - the juice bar.

London is witnessing a surge of bars specialising in drinks that combine such unlikely ingredients as spinach, carrot, beetroot and cucumber all in the name of nutrition.

At the newly opened **Crussh** bar in Curzon Street, Mayfair, customers can buy an Immune Booster to fight viruses (containing beansprouts, ginger, carrot, pepper, parsley and pineapple) or a Miss-A-Meal drink: coconut, apple, pineapple and ginger.

"They may seem bizarre combinations, but juices can give you a natural pickup without the highs and lows that come with coffee," said James Deen, joint managing director of **Crussh**.

The former City banker admits that the British winter will limit the appeal of juice bars, but says there is a ready market in the UK among stressed executives seeking a healthier lifestyle. "The juice bar scene in London will never be like California or Australia," he said, "but there is no reason why it shouldn't become like New York, where there is about one juice bar for every five coffee bars."

Many of his customers are already knowledgeable about products such as wheatgrass, an ounce of which apparently contains as many minerals and vitamins as 1.5kg of fresh vegetables.

However, with drinks costing up to Pounds 3.65, the question is whether the benefits outweigh the price. Lyndel Costain, a nutritionist and spokesman for the British Dietetic Association, said: "Juice drinks are one way of getting more fruit and vegetables in your diet and of meeting the five portions of fruit and vegetables a day that everyone should have.

"But people should not be fooled into thinking a drink is a meal substitute.

They are just part of a balanced diet."

The uninitiated will have the opportunity to judge juice bars for themselves as **Crussh** bars establish themselves in the City, Cornhill and, next month, in the King's Road and off New Bond Street.

A rival juice bar, Juice, which opened in 1997, is scheduled to open another outlet by the end of the year.

Tim Scott, owner of the Fluid bars, added a Notting Hill venue to the one in Fulham Road two months ago.

Crussh customer Winkie Spiers, who works for stockbrokers Pereire Tod, said: "I've got the boys in the office drinking them every day, and they love them."

Most customers at **Crussh** were sticking to a more familiar drink, however.

Heather Pheran, 29, said: "I've got to have my coffee in the morning. These juices look a bit rich for me."

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CAP THAT: ANITA DE SA AND JESS EASTWOOD AT THE **CRUSSH** JUICE BAR IN CURZON STREET

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THE SUNDAY TIMES

Four of the best - Juice Bars - Food & Drink.

By A A Gill.
414 words
6 June 1999
The Sunday Times
English
(c) 1999 Times Newspapers Ltd Not Available for Re-dissemination.

Mango and Stone, 165a Brunsfield Place, Edinburgh (0131-229 2987). Also opening in Princes Square, Glasgow The Celtic rim of these islands has always been a magnet for missionaries, but a juice bar in Scotland makes St Columba's job look like preaching to the converted. Edinburgh is Europe's premature death capital, the city where real men don't have blood in their arteries, they have black pudding. Juice bars are an insult to the very soul of the Scots. Opening one in Auld Reekie is proof that a diet of health food turns you into a hopeless fantasist. Juices from 95p.

Fresh Brazil, 181 Edwards Street, Brighton Brighton, as I'm sure you're aware, is the vegetarian capital of Britain. It's also the itinerant dole collection capital of Britain. Are these two facts connected, we ask ourselves. Fresh Brazil continues the infantile naming of juice bars; they may live to be 150, but the humour never passes 12. This one is run by a real Brazilian - no artificial ingredients, nothing added - but I bet three rings off my aura and the crystal of your choice that he's never seen Charley's Aunt, or knows its catchphrase. Juices from #1.35.

Squeeze, 27 Kensington High Street, London W8 (0171-376 9786) I reviewed Squeeze a couple of months ago and, you know, it still seems like only yesterday. But my doctor says: "Give it time, it'll pass." The best thing about this place is that it's next to a coffee shop where you can get real caffeine, refined sugar and unrefined cake. I do have a vivid memory that the customers boasted the healthiest pimples I've ever seen, which I suppose proves that pulped fruit is human BabyBio. Juices from #2.75.

Crussh, 48 Cornhill, London EC3 (0171-626 2175) A city juice bar whose name does at least have the benefit of being a warning - it's very small. With the best interests of the clientele to the fore, it has dreamt up something called the Stressbuster, presumably in the hope that when the little Nick Leesons find that they've inadvertently binned #3 billion of their client's money, they can chill out with a cunning cocktail of soft fruit thickened with low-fat yoghurt. Juices from #1.99.

A A Gill

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THE TIMES

Juice bars put squeeze on coffee - Fresh 'n Smooth.

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3 May 1999
The Times
44
English
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Victoria Fletcher discovers how an unripened industry is stirring a blend of ingredients for success

First it was health clubs, then it was coffee houses and now it's juice bars. Just as Britain thinks it has grasped the latest trend from across the Atlantic and is confident that bagel and coffee really is a better breakfast than toast and marmalade, another, more complicated concept bursts on to the market.

This year the juice bar, once the earthy retreat only for sandalled eco-types, is to go mainstream, with a tripling in the number of specialised outlets planned within the next few months. With a menu that makes a decaf, non-dairy, fat-free, iced latte look basic, juice bars hope that the growing desire to be healthy will override the fear of the unknown vegetable and make freshly blended juice the nation's favourite early-morning pick-me-up.

For the past two years, juice bars have been tentatively trying to break into the UK marketplace. After thriving in the US throughout the Nineties, it seemed the obvious copycat success story since both health clubs and coffee shops did as well over here as they had done over there. Surprisingly, the market in Britain has been far less receptive. Within a few months of opening in 1998, a couple of London's first juice bars went under. Then, late last year, one named Juice managed to get the mix of ingredients just right.

Unlike many of their US counterparts, which offer only drinks, the key to successful juice bars in Britain is balancing the offer of freshly blended fruits with a spread of meals and snacks. The British idea of healthy living seems also to require sandwiches, soup, coffee and, of course, a totally natural, icing-smothered squidgy cake.

In just the past six months, a further three juice bars have opened in London, each with their own recipes not just for fruit and vegetable blends but for ambitious expansion that could see the industry multiplying to coffee-bar proportions in less than two years.

And if the juicers are to be believed, juice is the new coffee. Just as the big coffee companies battled it out for market domination, ending in Starbucks's triumphant takeover of Seattle Coffee Co, the same is about to happen between these fresh-fruit blenders. Mark Chaplin, the 26-year-old founder of juicemoose, says the race is on to expand as quickly as possible and so become a national and immediately recognisable name in the juice bar market. Although at present he has only three juice bars, Mr Chaplin hopes to expand to 47 by 2001 with an operating profit of #1.5 million.

"I suppose we just don't know if it is going to be popular," Mr Chaplin said. "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail."

This is part of the problem. Although the British public understands the necessity for healthy living, a late night and a hangover usually require copious amounts of coffee the following day, not a shot of something that, although it has the nutritional value of 2lb of garden vegetables, tastes like liquidised lawnmower cuttings.

Tim Levene, managing director of Fresh 'n Smooth at Canary Wharf in London, believes that health is, in fact, the last selling point for juice bars in the UK. "We operate on a health-by-stealth concept. People regard healthy food as tasting revolting. We just make sure what we sell tastes delicious, and just happens to be good for you."

The biggest problem that faces this unripened industry is its sheer expense. A "smoothie", or freshly squeezed juice, costs anything from #1.95 for a tiny glass to #3.49 for a decent gulp. And while profit margins for a simple coffee tend to tremble at the 85 per cent mark, the cost of fruit and blending mean a similarly priced juice will offer only 50 per cent profit margins for the juicer, making the juice bar business even more reliant on its edible output. Add to this the effects of the British cold spell, which, unlike the US, lasts for ten months of our year, and convincing the public will take a lot of hard work.

This is a challenge all of the juice bar owners have accepted. All are young, male, middle-class entrepreneurs who each claim to have gained the definitive "juicing knowledge" after intensive employment in the juice outlets of the US. James Deen, the owner of **Crussh**, in the City, says he will open two more sites in the capital by June. He is sceptical about his competitors' fruit and veg

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know-how. "People get into this industry with an idea that they can create their dream without looking at numbers. It's not hard to come up with a juice business, but it is very hard to make it profitable." With profit margins of 70 per cent since they opened in October, Mr Dean has no qualms about selling coffee, sushi and muffins to buoy up the dicey juice side of the business.

"Juice isn't about putting nice-tasting stuff in a cup," he says, somewhat surprisingly. "It's about stimulating customers and convincing them it's more than just a drink." And this, for a drinks industry, will be their toughest problem.

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THE INDEPENDENT

Food - Extract, extract, read all about it.

By Caroline Stacey.
1,290 words
1 May 1999
The Independent - London
English
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Seattle-style coffee, designer soups, and now freshly squeezed juices. The latest culinary cult transforms fruit and veg into revitalising elixirs.

Ranoush Juice on London's Edgware Road is to vitamin C what Bar Italia in Soho is to caffeine. Juice bars in the capital are sprouting faster than alfalfa seeds, but this is the original, a marble-clad bit of Beirut where heaps of golden fruit and vegetables - carrots, oranges and mangoes - are freshly squeezed for people who don't drink alcohol but need the vitality to stay up past midnight. For nearly 20 years it has been a late-night oasis for Middle Eastern exiles, and since London has become a city of the night, Ranoush Juice has also been an exotic beacon of fresh and healthy food and drink for plenty of others wide awake on more than natural energy.

During the day, the new wave of juice bars serve another purpose, to redress in an instant the damage done by doing, drinking and eating what's not good for you. Farmacia, in Covent Garden, which takes the most clinical approach, doesn't even call them juices. They're "organic liquid health solutions".

And the extremists of the freshly squeezed juices movement claim a great deal: longevity, recovery from terminal illnesses, grey hair turned back to its original colour are just some of the wishes that they insist juices can make come true.

Whether we really believe this or not, we're still prepared to swallow these juices when they're as refreshing and invigorating as a Mint Zing (orange, apple, mint and melon), a Red Planet (carrot, beetroot and celery), Pink Passion (pineapple, grapefruit and ginger) or Fatigue-Fighter (carrot, spinach and avocado). In the space of a few days, I have been cleansed, revitalised, detoxed, destressed, energised, boosted and just a bit gutted for #2 to #4 a throw - all in the line of research of course.

The Planet Organic supermarket, which opened in 1995, featured the first of the new wave of London's juice bars. Since then have come Fluid, **Crussh**, Squeeze, Juice, and Fresh 'n' Smooth. Each one squeezing and crushing and juicing fresh fruit and veg for liquid consumption.

Outside London, the choice of juice bars includes Mango & Stone in Edinburgh, which opened some 18 months ago. "We squeeze to please" is the slogan in front of which Gordon Brown, perhaps wisely, refused to stand to be photographed on a visit to promote small businesses in Scotland.

Gordon Watt, who started Mango & Stone and is planning to make it a national chain, like South Africa's Juicy Lucy's or California's Jamba, has a marketing and PR background and previously worked for the Champagne company Moet & Chandon. "We're funky first and healthy second," he says of his concept for Mango & Stone, which is aimed at stressed executives. Watt plans to open outlets in airports, shopping centres and hotels. "We didn't want to be seen as a green, wholefood-style shop," he adds.

Although Watt has researched the supposed benefits of the various combinations, and the blends are sold as "drinks for reasons", he doesn't make specific health claims. It sounds, however, like a natural anti-depressants is what consumers in Edinburgh are after: the most popular combo is the "Don't worry be happy" blend of tropical fruits.

At Planet Organic the blends that slip down fastest are carrot, apple and ginger, and mixed vegetable: celery, spinach, beetroot, carrot and fennel. Carrot alone is considered passe, and more and more customers at the juice bar are seeking something more challengingly health-giving to drink.

Now, it seems, we cannot live, or at least revive ourselves, by juice alone. The latest trend is the addition of nutritional supplements. These occupy that generally unappetising - and often unproven - area between food and medicine where extraordinary benefits are claimed but backed up only with anecdotal evidence.

At least squashed fruit and vegetables taste delicious; the same cannot be said for wheatgrass extract. Along with bee pollen, echinacea, ginseng, guarana, spirulina, blue-green algae, flax seed oil and lecithin, this is at the cutting-edge of supplements, and shots of the extract can be drunk on their own if

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you're prepared to risk a headache the first time you try it.

Christopher "Do you have to use my second name?" is a photographer who has been growing wheatgrass for 20 years, and using the juice in his personal health programme. His Green Seed Company now supplies many of the juice bars that crush it as fast as he can grow it, which takes about 10 days from seed.

He is evangelical about the astonishing powers which he says the substance possesses. The effect of wheatgrass juice on the system is instantaneous, apparently. It is said to boost the immune system and is chock-full of chlorophyll, which cleanses and neutralises the toxins in our systems. It also, he claims, enhances the blood's capacity to carry oxygen and nutrients to every cell including the brain, and other organs, plus the skin.

"We are all in a toxic state, by being on this planet," says Christopher. He grows around 150 trays of wheatgrass each week, seeded in compost with the addition of seaweed for additional minerals. Wheatgrass, he adds, is already one of the richest sources of vitamins A and C, and contains calcium, iron, magnesium, sodium phosphorus, potassium, sulphur, cobalt and zinc.

Not all are quite so evangelical about the supplement. Henri Davies, a former personal trainer who switched from dispensing nutritional advice along with his exercise programmes, to starting Juice in Covent Garden, is not convinced. His priority is juices which people simply like to drink.

"We live fast lives, we need to be able to have healthy food very quickly. But I didn't want to preach to the converted, I wanted to expose more people to the idea," he explains. When he started Juice less than two years ago it was the first place where you could sit and enjoy a freshly squeezed juice, eat, drink coffee, even smoke.

Smoothies, with banana, low fat yoghurt and fruits are almost as popular at Juice as "remedial juices" because they're nice and sweet. "No matter how healthy a drink is we don't sell it if it doesn't taste good," says Davies. Which generally rules out wheatgrass. Anyway he's sceptical about its benefits. Spirulina and blue grass algae "are more potent, have the full spectrum of vitamins, a rich source of protein and have 70 per cent more chlorophyll than wheatgrass", he claims. Nevertheless, "if people want wheatgrass," and it seems more and more do, "we'll give it to them."

Since Juice opened, regular users have become more adventurous. Now the Flu Fighter, with beetroot, carrot, apple and ginger, is beaten only by the Mega Detox, with beetroot, carrot, celery and apple.

As Gordon Watt says, "How many people have time to eat the recommended five pieces of fruit a day?" Juices save the time it takes to chew through a salad, and give us the power of fresh fruit and vegetables in one refreshing, colourful gulp

Farmacia, 169 Drury Lane, London WC2 (0171-831 0830); Green Seed Company e-mail: christopher@green-seed.freeserve.co.uk; Juice, 7 Earlham Street, London WC2 (0171-836 7376); Planet Organic, 42 Westbourne Grove, London W2 (0171-221 7171); Mango & Stone, 165 Bruntsfield Place, Edinburgh (0131 229 2987); Ranoush Juice, 43 Edgware Road, London W2 (0171-723 5929); Riverside Juice Bar, 18 The Podium, Bath (no phone).

Top juicers: Fast Forward, page 51.

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SuperMarketing

Sainsbury's aims to Juice Up drinks.

By Susie Whalley
352 words
16 April 1999
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16
English
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Sainsbury's is encouraging its customers to get healthy at its new Juice Up and Shake Down fixtures, which have gone on trial in five Savacentres.

The newly designed gondola ends feature Sainsbury's premium chilled juices, smoothies and milk shakes. Branded smoothies are also on offer from manufacturers such as Pete & Johnny's.

Bright colours and fun branding aim to push the health benefits of the products to the fore in this experiment to boost sales.

Healthy juices and smoothies have already been popularised on the high street by standalone juice bars such as **Crussh**, which opened in London last October. The supermarkets are keen to build on the trend by bringing credible juice offers into their stores.

James Deen, managing director of **Crussh**, was approached by a supermarket soon after it opened to talk about developing a juice bar concept in-store.

Once the Juice Up and Shake Down trial has been completed, the concept is likely to roll out from the Savacentres into Sainsbury's supermarkets.

Harry Cragoe, managing director of Pete & Johnny's, hopes the new fixture will clear some of the muddle from the juice category.

"It has become really confusing," he said. "Customers who shop the category will be seeing 40 or 50 different offerings, some of which are very premium and others of which masquerade as premium. In the USA you actually have whole areas of the supermarket that stock only premium products."

Also on offer in the fixture are Pete & Johnny's two new functional smoothies, which claim to "bridge the gap between healthy and delicious" and offer added vitamins, minerals and plant extracts to the usual fruit juice mix.

C Monster is a blend of apples, grapes and blackcurrants enriched with vitamin C and Echinacea extract, which purifies the blood and helps fight infection. Get Your Vits! is a blend of oranges and mangoes with added vitamins and natural Guarana extract, which is said to have healing, energising and aphrodisiac qualities.

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Sainsbury's is encouraging its customers to get healthy at its new Juice Up and Shake Down fixtures, which have gone on trial in five Savacentres.

The newly designed gondola ends feature Sainsbury's premium chilled juices, smoothies and milk shakes. Branded smoothies are also on offer from manufacturers such as Pete & Johnny's.

Bright colours and fun branding aim to push the health benefits of the products to the fore in this experiment to boost sales.

Healthy juices and smoothies have already been popularised on the high street by standalone juice bars such as **Crussh**, which opened in London last October. The supermarkets are keen to build on the trend by bringing credible juice offers into their stores.

James Deen, managing director of **Crussh**, was approached by a supermarket soon after it opened to talk about developing a juice bar concept in-store.

Once the Juice Up and Shake Down trial has been completed, the concept is likely to roll out from the Savacentres into Sainsbury's supermarkets.

Harry Cragoe, managing director of Pete & Johnny's, hopes the new fixture will clear some of the muddle from the juice category.

"It has become really confusing," he said. "Customers who shop the category will be seeing 40 or 50 different offerings, some of which are very premium and others of which masquerade as premium. In the USA you actually have whole areas of the supermarket that stock only premium products."

Also on offer in the fixture are Pete & Johnny's two new functional smoothies, which claim to "bridge the gap between healthy and delicious" and offer added vitamins, minerals and plant extracts to the usual fruit juice mix.

C Monster is a blend of apples, grapes and blackcurrants enriched with vitamin C and Echinacea extract, which purifies the blood and helps fight infection. Get Your Vits! is a blend of oranges and mangoes with added vitamins and natural Guarana extract, which is said to have healing, energising and aphrodisiac qualities.

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Features
Our Kinda Town

Marina Hyde
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10 great places to go for fresh juice.

RANOUSH JUICE BAR 43 Edgware Rd, W2 (0171-723 5929).

Open: 9am-3am daily.

Let's face it, it's time we started thinking about hangover prevention, not just hang over cure. Picture the scene: it's 2.30am on a Saturday night, you're playing in a crucial Sunday league match tomorrow, and the eternal pints vs shorts battle is waging in your stomach. At that point, a Pounds 1.50 freshly-squeeezed orange juice is your ticket to survival.

JUICE 7 Earlham St, WC2 (0171-836 7376).

Open: 10am-10pm Mon-Sat; 11am-7pm Sun.

Great, I thought as I drank my Pounds 2.60 'workout shake made with ion exchanged protein'. Not only am I desperate enough to think that putting more food into my body is helping me lose weight, but I've also ordered a drink that was created by some sort of nuclear process.

CRUSSH 48 Cornhill, EC3 (0171-626 2175). Open:

7am-4pm Mon-Fri.

Sooner or later there comes a point in every juice-lover's life where they have a choice - they mature gracefully or be come deviant. I'm ashamed to say that I fol lowed the second path in **Crussh**. Sick of wholesome encounters with oranges, I got into some pretty weird experimental juicing, on one occasion mixing carrot and raspberry and a herbal supplement.

Plus I paid Pounds 1.80 for it. I'd rather we never spoke about it again.

NEAL'S YARD BEACH CAFE 13 Neal's Yard, WC2 (0171-240 1168).

Open: 11.30am-6.30pm daily.

I know what I said about hangover pre vention, but sometimes damage limita tion's your only option. If Red Adair drank juice (and heck, he might well do), he'd probably drink the Beach Cafe's Pounds 2.75 Vitamiser (carrot, apple and celery).

SQUEEZE 27 Kensington High Street, W8 (0171- 376 9786). Open: 8am-7pm Mon-Fri; 9am- 7pm Sat; 10am-7pm Sun.

Namewise, they took on a lot of South London/Jools Holland-based baggage, so full credit to Squeeze for wringing out some corkers. I went for the female boost supplement in the hope that it would make me shoot over buildings like Wonder Woman. This didn't happen, but at Pounds 2.95 it was always unlikely.

PLANET ORGANIC 42 Westbourne Grove, W2 (0171-221 7171). Open: 9am-8pm Mon-Sat; 11am-5pm Sun.

Someone I know described this as a macrobiotic filling station - I, in turn, described them as a pretentious tosser.

Still, I'm shallow enough to have pretended to enjoy my Pounds 4.69 Big Buzz (ginseng, carrots, ginger and wheatgrass) with them as they were paying.

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THE BLUE ROOM 3 Bateman St, W1 (0171-437 4827).

Open: 9am-midnight Mon-Fri; 10am-mid night Sat; noon-11pm Sun.

A carrot, orange and ginger combo at Pounds 2.50 is supposed to be an excellent detox - frankly I think a lot of us need to get Dyno-Rod in to purge our systems but, as always, it's finding the time. In the meantime, juice on the run.

JONES DAIRY 23 Ezra St, E2 (0171-739 5372). Open:

9am-3pm Fri-Sat; 8am-2pm Sun.

You'll have three great lemon squashes in your life - maybe four if you're lucky.

Tick one of them off here for Pounds 1.20 - a small price to pay for your dreams.

LOVE 62-64 Weymouth St, W1 (0171-487 5683).

Open: 8am-7pm Mon-Sat.

If only Pete Beale had seen that the future of fruit and veg was in juicing, he could have gone places with his stall.

They're flogging fruit power shakes here for Pounds 2.95 a throw.

HARRODS JUICE BAR Dress Circle Restaurant, Harrods, SW1 (0171-730 1234). Open: 10am-6pm Mon-Tue, Sat; 10am-7pm Wed-Fri.

Choose from 17 fruit and vegetable juices and create your own lethally-healthy cocktail for Pounds 3.95.

MARINA HYDE

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THE TIMES

The future is orange - Feeding time - R+R - Food & drink.

By Simon Brooke.
1,121 words
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...and ginger and any other fruit or vegetable you care to mention, as Californian-style juice bars become the latest health fad to cause a buzz in the high street

It's time to put down your triple grande semi half-caf/decaf caramel mocha and reach for a High Kick or a Red Reviver. No sooner, it seems, have we mastered the jargon needed to order a cup of coffee these days than a new takeaway drink has arrived - 1999 will be the year of juice.

About 60 juice bars will open around the country this year, selling freshly mixed cocktails of fruit and vegetable juice. Needless to say, the trend has come from the west, particularly from California. "In America there is a juice bar in almost every deli," says Josephine Carpenter, a self-confessed "juice anorak" who has been trying for more than ten years to persuade the British to take this health food innovation seriously. Just over a year ago she founded The Juice Company, which provides juicing machines for professional and domestic customers.

Carpenter predicts that in five years' time juice bars will be a feature of every high street. Already in America the business is worth nearly $3bn. Gwyneth Paltrow and Jodie Foster are committed to their juice, while the cast of Friends have, in reality, spurned the coffee they quaff on screen in favour of the drinks on offer at their local Brentwood branch of US chain Jamba Juice. "All Hollywood seems to be juicing now," said Los Angeles Magazine last year, while The New York Times has predicted: "This is going to be bigger than frozen yoghurt ever was."

"The advantage of drinking juice is that the body can absorb the nutrients directly rather than having to extract them from fruit and vegetables," says Mark Chaplin when we meet at his new bar, Joose, near Selfridges in London. The curly-haired 24-year-old's mobile phone rings incessantly as we talk over a strawberry and blackpepper shake (him) and a strawberry, pineapple and apple "Boozer" (me).

"We're not preaching to anyone," he says. "In our Paris branch, for example, most of the customers smoke. The point is that you can smoke, you can get drunk once in a while, eat the wrong things every now and then, but have a juice regularly and do your body some good."

James Deen is another member of the new school of juicers, a million miles from the weave-your-own-muesli end of the health food business. "We want it to be fun and funky," says the Old Etonian and former merchant banker, who teamed up with a school friend, James Learmond, to start **Crussh**. They plan to have four branches by March, and another ten by the end of the year. Certainly the first outlet, in Cornhill in the City, furnished as it is with groovy multi-coloured leather sofas and menus reminiscent of nightclub flyers, seems to be doing a roaring trade. As well as juice, **Crussh** offers a complete health food takeaway service, something Deen is particularly keen on, having observed the City trader's diet of caffeine and cocaine.

Crussh's nutritional consultant, aka "Nutri Doc", Roderick Lane, counted Diana, Princess of Wales, among his clients. He is keen to stress that his juices have a more serious nutritional element than fast food, milk shakes and fruit smoothies. "We work on the nutritional content first and then we make it taste good," he says. The "Internal Cleanser", for example, contains, among other things, carrots, which are rich in beta carotene and so help the liver to process foods, and cranberries, which are particularly good for kidney function. "Fruit is a good cleanser for the kidneys, whereas vegetables cleanse more deeply, getting to the liver, for example."

What sun-dried tomatoes are to Cal-Ital cooking and lime and coriander mean to Thai food, wheatgrass is to juice. "Wheatgrass is grown from the red wheat berry, a strain of wheat that produces high concentrations of chlorophyll, active enzymes, vitamins and other nutrients," says Josephine Carpenter. Most juice bars have it growing in boxes either on the counter or in the kitchen, together with the mincer needed to extract the precious juice. One ounce of the resulting nectar is supposed to have the same amount of vitamins, minerals and amino acids as two to three pounds of green leaf vegetables. Nutritionists advise one or two ounces a day initially, building up to four with time. "It'll have you bouncing off the walls within 20 minutes," says Carpenter, who likes to mix it with carrot or pineapple juice. It is also often served as a chaser to other fruit and vegetable juices. Juice evangelists hope that a Wheatgrass shot will one day compete with the espresso.

Some dramatic claims have been made about the power of juice. Max Gerson, a German nutritionist,

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argued in the first half of the century that drinking large qualities of fruit and vegetable juice throughout the day could not only challenge the onset of, but even cure, cancers and other degenerative diseases. At the Gerson Institute near San Diego, California, patients drink fresh carrot and apple juices (wheatgrass is considered too strong) every hour, up to 13 times a day. "We believe that by making the body healthier, it is more capable of fighting diseases," says a spokesman.

Many of the big American franchises such as Jamba Juice, Juice World, Juice Stop and Zuka Juice are already eyeing Britain and Europe and have been encouraged by the success of American-style coffee bars.

The new juice entrepreneurs are anxiously aware that they are on the edge of something big. Gossip is rife and rivals gently denigrate each other: "They make their juice in the morning and store it in jugs all day", or "They really just make sugary smoothies". Certainly with huge growth potential and margins of up to 1,200% on a glass of simple carrot juice, profits are one of the healthiest aspects of the juice bar revolution.

Liquid Assets

* carrots rich in beta carotene, which is good for the liver

* ginger a good detoxifier and useful in treating hangovers and nausea

* soya sprouts help the body utilise other vitamins

* parsley a good cleanser for the kidneys

* pineapple contains bromaline, which helps clear the gut

* cranberries good for cystitis and other urinary infections

* bananas rich in carbohydrates for energy

* broccoli good for digestion and for countering stress-induced vitamin exhaustion

* peppers good for effective working of arteries and vascular system

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SuperMarketing

A year on the edge.

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That was the year that was. Mike Dennis and Rob Willock chart the comings and goings in what has turned out to be quite a turbulent 12 months for the food retailing industry

It has been the year of living dangerously for the food retailing industry. The Office of Fair Trading launched an investigation into competition in the market, which could result in a potentially damaging Monopolies & Mergers Commission inquiry in 1999.

This year also saw the possibility of even stricter controls on out-of-town developments, and the threat of a tax on retail car parking spaces.

But food retailing remains a vibrant industry as well. During 1998, the concept of home-shopping became a reality for many households, takeaway food really took off in the major supermarkets, and the spread of financial services seemed endless.

This has been quite a year...

JANUARY

The 60-hour trading marathon over Christmas was said to have proved crucial in making the festive season a much merrier time than anticipated for food retailers, following fears that it would turn out to be a damp squib.

More than 200 supermarket outlets opened their doors continuously from December 22 to Christmas Eve in the biggest wave of 24-hour trading undertaken by UK food retailers.

There were growing fears that tighter planning regulations would really hit the supermarket industry during 1998 and that this would result in a greater emphasis on edge-of-town and city centre developments, as opposed to out-of-town superstores.

Agriculture secretary Jack Cunningham unveiled details of the much-anticipated new Food Standards Agency, although the question of how the #100m needed to run it was raised as being a major worry for the food industry.

The supermarket industry said goodbye to Sainsbury's deputy chairman Tom Vyner, who retired after 20 years with the company.

Tesco's ECR (Efficient Consumer Response) programme had saved the retailer #60m over two years, putting it well ahead of schedule for its #100m five-year target. Further savings were predicted when Tesco rolled out its latest ECR initiative to stores and depots, linked to its Clubcard.

The supermarket industry's battle against global brands - which would be a feature of the retail scene in 1998 - intensified, with Asda launching a range of price cuts on perfumes and skincare products and Tesco introducing cheap Nike trainers and sports clothing.

The first rumours that Wal-Mart would come to the UK "sooner rather than later" began when the US giant bought 21 Wertkauf supermarkets in Germany.

febrUARY

The proposed merger between Somerfield and Kwik Save would have "profound ramifications" for the pricing strategies of the whole sector, reported SuperMarketing. The deal would give the enlarged retailer a turnover over #6.7bn and as many as 1,500 stores.

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The return of the Co-op "Divi" was completed with the Co-operative Wholesale Society rolling it out nationally after launching its loyalty scheme on a regional basis. Co-operative Retail Services said it was staying aloof from the Divi by deciding to press ahead with the development of its own loyalty card.

Sainsbury's pledged to embrace new technology by rolling out self-scanning, home shopping and home delivery, as well as testing a front-end customer kiosk called Interact that could be linked to the multiple's banking operation.

Takeaway food in supermarkets was a concept that really took off in 1998, with Asda even considering drive-through takeaways in some of its stores. By the turn of the year, Asda was already claiming to be the biggest Indian takeaway vendor in the country.

Sainsbury's turned down the chance to link with the Millennium Dome celebrations and left the door open for Tesco to step in. Its #12m deal will create the "Domesday Book for the 21st century", a living record on the Internet of the thoughts and actions of schoolchildren across the country.

march

World Cup fever got under way with Sainsbury's sponsorship of the England football team as the Official England Supermarket. As a result, Sainsbury's would be offering shoppers a host of exclusive football-themed activities and merchandise as well as a medal collection and food products carrying the Three Lions logo.

An exclusive consumer poll for SuperMarketing by Mintel revealed that half of supermarket shoppers would rather have lower prices than a points incentive scheme. But it was also revealed that shopper participation in loyalty schemes had risen to saturation point as consumers became less sceptical about supermarkets' motives for running them.

Iceland revealed plans to rebrand the convenience store concept it was testing in the London area as Iceland Extra. It planned to extend the trial to a further four stores within the M25. Chairman and chief executive Malcolm Walker said the retailer was to roll out its home shopping trial. Its home-delivery service had gone national in summer 1997.

The axe fell on Molly and Joe as Safeway planned to introduce a new set of characters for its TV advertising, which would include the voices of Cilla Black and Jeremy Clarkson.

Marks & Spencer opened its first rear-service delicatessen counter at its Cribbs Causeway store in Bristol. The retailer had been expected to open six of the delis by April but the concept took longer than anticipated to finalise.

april

SuperMarketing exclusively revealed that Morrisons was moving into clothing by testing a range of sportswear and underwear for boys and girls aged up to eight years. The own-label clothing range was being branded GIM (Girls in Morrisons) while, for boys, the retailer revived the Gola sports brand as an exclusive range.

Meanwhile, Asda's George clothing range was bigger than many high street fashion retailers and was "nipping at the heels" of BhS, according to Verdict Research. M&S remained market leader with 15.1%, followed by Arcadia (5.8%) and Next (4.1%). Asda held a 2% market share.

Budgens' B2, the premium-priced convenience format, was launched with the aim of being extended beyond the 30 former 7-Eleven stores earmarked for conversion. The first B2 opened in London's Shaftesbury Avenue.

Tesco launched its first Irish Food and Non-Food awards, with the winner in each category being listed for nine months in all Irish stores and in Tesco's top 200 stores in the UK.

Multiple grocers were stepping up efforts to draw customers' attention to organic products, with Tesco looking to create an in-store department devoted to organic products within five years. Sainsbury's was planning to roll out block merchandising of organics within individual product sectors to more stores.

Severe flooding in the Midlands disrupted normal Easter shopping. Safeway's store in Tewkesbury, Gloucestershire, was forced to close on Good Friday and Easter Saturday when surrounding roads were flooded. The retailer's Stratford-upon-Avon store acted as a haven for shoppers when the town was cut in half by floods.

may

The Sainsbury family cut its ties with the management of Sainsbury's when David Sainsbury, Lord Sainsbury of Turville, announced he would step down as chairman in September. He was to be replaced

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as non-executive chairman by Sir George Bull, said to be the architect of the merger of Grand Metropolitan and Guinness. The Sainsbury family retained a 40% stake in the business.

The announcement of his departure came at Sainsbury's full-year results, which showed that the retailer was on the road to recovery with an 11.8% climb in pre-tax profits to #782m. But Corporate Intelligence on Retailing data showed that Tesco was still increasing its lead over Sainsbury's as a result of its Irish expansion and its moves into Central Europe and the Far East.

Safeway was hit by a 12% drop in pre-tax profits to #375.2m, but chief executive Colin Smith remained bullish in the light of good like-for-like sales growth for the first six weeks of the financial year.

The collapse of merger talks between Asda and Kingfisher disappointed the City. Asda chairman Archie Norman hit back at City investors who issued an 18-month deadline for the retailer to hammer out a fresh deal.

Asda planned to puts its 13 London stores into a single regional grouping as the retailer looked to take the store upmarket to meet changing consumer demands in the capital. Among the ideas being looked at were providing an exclusive range of higher quality products in the deli, health and beauty, and wine fixtures.

Tesco deputy chairman David Reid claimed the retailer had the store portfolio and infrastructure to give non-food retailers a "run for their money". He said four or five Tesco Extra stores would join the UK portfolio within a year.

A major challenge was issued by Tesco to specialist health and beauty retailers with the launch of the own-label Make-up range. Tesco aimed to make "modern and professional cosmetics" easy for consumers to buy in a supermarket, with all items in the range priced at #5 or less.

The race to develop a 55,000sq ft supermarket on a prestige site next to the Millennium village and dome in Greenwich, London, was won by Sainsbury's. The outlet is to open in the second half of 1999.

Somerfield managers were to dominate the marketing team for the new group formed out of the merger with Kwik Save in an attempt to create a "strong brand" able to compete with Marks & Spencer, Sainsbury's, Tesco and Asda.

june

Asda unveiled plans to double the number of stores trading overnight, and extend 24-hour opening to smaller stores. Eight stores were poised to go 24-hours within two months, ranging in size from 44,000sq ft to 78,000sq ft.

Asda's foray into takeaway and drive-through restaurants was expected to silence City criticism that it must look for new areas of business to maintain and improve sales growth. Asda said its first drive-through in Canterbury, Kent, would open later in the year, and another soon afterwards.

The Alldays convenience store chain planned to offer shoppers own-brand hot food - including pizzas, kebabs, Tex-Mex and jacket potatoes - in its city-centre stores. The move followed the success of hot food sold from an in-store cafe called Grab & Go at a store in Edinburgh.

An explosion in Internet shopping over the next two or three years was being predicted in Euromonitor's Retail Trade International 1998 report, which said that the potential was there for supermarkets as well as other retail operations.

The Kwik Save brand was to be phased out "as soon as possible" in a three-to six-year process, with the aim of having just the one brand in Somerfield.

The retail food industry was increasingly concentrated in the hands of Tesco, Sainsbury's, Asda and Safeway, which were expected to account for 70% of all food sales, according to Mintel's annual Food Retailing Report.

july

The multiple grocers were let off the hook in the Government's New Deal for Transport white paper when it came to the issue of taxing retail car parks. The tax threat was not completely ruled out but it was sidelined for the foreseeable future at least.

Tesco's decision to set itself up as an Internet provider could leave it unable to cope with the expected surge in demand for home shopping. The TescoNet Internet package, which included five e-mail addresses, was designed to have a direct and beneficial impact on the Tesco Direct home-shopping service. Lack of delivery capacity was said to be holding back the development of Tesco Direct.

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Iceland rolled out its home-shopping trials throughout Scotland, where 85% of the population were able to take advantage of the home-ordering service. The company has 73 stores in Scotland, with home-delivery offered to those within a 10-mile radius.

Asda was planning to steal budget shoppers from its rivals, particularly Kwik Save, through the relaunch of its Farm Stores own-label brand. The relaunch involved new green-and-white packaging across the 350-strong range, a range extension of 50 lines and a drop in price for 100 lines.

The National Shoppers' Survey of 1.5 million consumers revealed that Safeway's campaign to target young family shoppers was falling short of its goal. The survey showed that Asda was the most successful supermarket at attracting the crucial younger family market.

Waitrose and IT firm ICL launched what they claimed was the world's first full-scale workplace shopping service. Named Waitrose@work, it was rolled out to cover the 3,500 employees at British Airways' head office at Harmondsworth, west of London.

SuperMarketing revealed that supermarkets were prepared to swamp the UK with "grey market" goods sourced from outside the European Union, in defiance of a European Court of Justice ruling which banned them from doing so. Asda previously sourced all its grey-market goods from within the EU but said it was prepared to go elsewhere to illustrate its concern over the ruling.

august

The spectre of a Monopolies and Mergers Commission inquiry into supermarkets raised its head with the announcement that the Office of Fair Trading was to carry out a probe into competition in food retailing. This would be the first OFT investigation since 1985, when the "big four" retailers accounted for around 40% of the market. The decision on whether a referral will go ahead is expected in the first half of 1999.

Further consolidation in the specialist off-licence sector came with the merger of Thresher and Victoria Wine, the biggest players in the market. The merged company would have an estate of 3,000 outlets with a turnover of #1.3bn.

Independent retailers rubbished Sainsbury's efforts to keep the village store alive by allowing shopkeepers to stock Sainsbury's own-label products bought at supermarket prices. The trial was described as "patronising" by angry independent chiefs.

A Mintel report claimed that supermarkets were twisting the knife in the independent sector by turning their attentions to winning the secondary shopping trip. The entry by the leading supermarkets into new, smaller formats and their willingness to secure secondary business signalled a new danger for independent shops.

The new-look 102,000sq ft Savacentre at Calcot in Reading reopened after a multi-million pound refit. Savacentre executives denied that the store, with 55,000 lines, had been largely based on Tesco's Extra format and the larger Asda stores. Other Savacentres are due to be revamped soon.

september

The future of Booker was back in the melting pot following Somerfield's decision to call off merger talks. The food retailer's shareholders were concerned about another merger so close on the heels of the Kwik Save deal.

Tesco was Europe's largest grocery chain in a survey produced exclusively for SuperMarketing. The retailer topped the table from Strategic Vision - the first time a UK multiple has done this, although Tesco tried to play down the achievement. The survey showed Tesco had overtaken German retailer Aldi with net grocery sales of #12.13bn.

The nationwide move by Iceland into home-shopping will include an Internet service and digital television channel, it was announced. The company put aside #3m-#4m to roll out the home-shopping service fully by the end of October.

The Consortium of Independent Co-operatives was facing collapse after Co-operative Retail Services and United Norwest announced they would be quitting it by the end of the year and taking 90% of the buying group's food business with them.

The CRS appointed Andy Meehan, managing director of Storehouse, its new chief executive. The announcement came at the same time that David Robey, chief executive of CRS's food division, resigned to become retail director of Shell UK.

Bringing back the "Divi" card and the use of national TV advertising helped to wipe 20% off interim profits at the Co-operative Wholesale Society. Total profits at CWS were down by #4m to #16m on

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group sales up by 1.4% at #1.46bn.

Supermarkets operating in the West Country will face a logistics nightmare when a solar eclipse plunges part of the region into complete darkness for two minutes next August, it was forecast. Traffic congestion is being predicted as visitors jam the roads to witness the first total eclipse visible in the UK for more than 70 years. However, it is being anticipated that visitors will spend an additional #1.5bn in the region.

october

SuperMarketing exclusively revealed that Somerfield was planning a "raft of new home-shopping initiatives", including as many as 20 dedicated warehouses for product picking. Meanwhile, Budgens bought Teleshop, and Tesco signed a joint-venture deal with catalogue retailer Grattan.

Booker finally put everyone out of their misery after weeks of merger speculation by announcing that it was going it alone under the leadership of Stuart Rose, ex-chief of Argos and the Burton Group.

At the Labour Party conference in Blackpool, some delegates took exception to Somerfield's sponsorship of the security pass neck ribbons.

Tesco was named Multiple Retailer of the Year at the 1998 Retail Industry Awards for "the consistency of its retail execution, continued expansion, solid results and the flexibility of its store formats".

The supermarkets gave evidence to the BSE inquiry and all blamed their failure to adequately respond to customer concerns on a lack of communication by the then-Conservative government.

Morrisons marked its march south with the opening of a flagship store in Erith, Kent, and the launch of its Morrisons Miles loyalty scheme. Meanwhile, Budgens opened the first of its planned "10 in two years" petrol forecourt stores, in partnership with Total.

SuperMarketing revealed that Croydon, south London, was the location of Asda's pilot 60,000sq ft home-shopping warehouse. The operation would target 450,000 households within a six-mile radius, and offer 5,000 product lines, with order-taking contracted to a third-party operator.

Food Giant, the discount store format launched in 1991, quietly died after the last store in Lochee, Tayside, was converted into a Kwik Save.

Tesco opened the doors of its "designer", three-storey, glass-fronted store in West Kensington, London, which included the first supermarket sushi bar - part of the store's Convenience World food hall.

The USA saw the biggest supermarket merger of the year when Cincinnatti-based Kroger swallowed Fred Meyer of Oregon. The deal, worth around #4.7bn, came close to giving the USA its first national grocery chain.

Sainsbury's ruined a good interim financial performance by revealing second-half like-for-likes of just 1%, which it blamed on the "soft trading conditions". The company admitted that while the Value To Shout About campaign had been well received in the north, some people in the south "don't want it". The City immediately downgraded its full-year forecasts from #815m to as low as #785m. Meanwhile, Co-operative Retail Services posted a miserable #22m first-half trading deficit.

Sainsbury's followed Tesco's West Kensington store opening with an impressive "everything that's new" 46,000sq ft store of its own in Swiss Cottage, London. It included the chain's first dedicated Kosher deli.

november

A SuperMarketing survey revealed that 70% of British shoppers thought supermarkets were stocking Christmas lines too early, after festive products had appeared in store in the last week of September.

Marks & Spencer plunged into a succession crisis as deputy chairman Keith Oates launched a desperate bid for the top job. A 23% fall in interim profits didn't help matters, and chairman and chief executive Sir Richard Greenbury admitted: "It's a bloodbath out there."

The British Retail Consortium reacted with frustration to claims from a couple of unnamed supermarkets, plus Asda chairman Archie Norman, that its services were not giving value for money. The BRC argued that it had tried to help out against recent press criticism on pricing, but had been refused access to "sensitive" information by the big four.

Iceland emerged as the first of the supermarkets to sign up to British Interactive Broadcasting's new service, Open. Chief executive Malcolm Walker predicted: "The future is not about the Internet, it's about interactive TV." Iceland's ordering service goes live in July.

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Sainsbury's Prawn Laksa, a Malaysian microwaveable ready meal, scooped the Gold Q in the 19th SuperMarketing Quality Food & Drink Awards.

Safeway surprised the supermarket sector by posting current like-for-likes of 5% at its interim results. The company vowed to concentrate on sales growth, and dismissed concerns about a 17% fall in pre-tax profits and declining margins, caused in part by its judicious use of the ABC Triple Points promotion.

The much-touted Food Standards Agency missed its legislative slot in the Queen's speech, but the Government said it remained committed to setting up the independent body.

Sainsbury's began an electronic shelf label trial on a single aisle at its store in Winnersh, Berkshire.

Only Safeway was brave enough to offer a spokesman to answer damning allegations of price fixing, profiteering and mistreating suppliers on the BBC's Panorama "shocumentary". A SuperMarketing poll of store managers found that 78% believed the industry had failed to defend itself well.

European farm ministers lifted the ban on British beef, enabling exporters to plan for re-entry into the EU by March 1999, three years after Germany led calls for the embargo.

Asda attacked "bad value" in the UK mobile phone market, first offering discounted pay-as-you-talk telephones, then slashing as much as 75% off the prices of accessories, much to the horror of high street specialists.

december

SuperMarketing revealed that the Co-operative Wholesale Society was planning to rebrand its Late Shop convenience store portfolio as Welcome, as part of its strategy to enhance its neighbourhood image and shift focus away from its larger supermarkets.

Asda's chief executive, Allan Leighton, was described as "bionic, but not that bionic" after he decided to take on the company's marketing functions, following the surprise departure of marketing director Steve Cain.

South London was to be the focus of a home-shopping showdown between established independent operator Flanagans and new boy Asda. Both were launching major customer recruitment initiatives for Christmas and the new year.

An unnamed supermarket chain approached squeeze-to-order juice bar operator **Crussh** to discuss the possibility of making the brand an in-store fixture.

A report by Verdict ominously predicted that a price war was looming...

Document spmktg0020010926duci000r2

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SuperMarketing

Stores view juicing as healthy addition.

By Susie Whalley
313 words
11 December 1998
SuperMarketing
3
English
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Squeeze-to-order juice bars are set to open in supermarkets, with one of the top four multiples already in negotiation with new London juice bar operator **Crussh.**

The trend for juicing fresh fruit and vegetables to make healthy drinks has been sweeping London, with a wave of independent operators setting up in business.

James Deen, managing director of **Crussh**, which opened in the City in October, was approached by a top supermarket within three weeks. He is now considering the merits of a link.

His juice bar offers 32 **Crussh** fruit and vegetable juices, to drink in or take away, with prices ranging from #1.99 to #3.69. Current best seller is Love Juice, which contains a blend of peach, strawberry, orange and banana.

"I am very keen to develop **Crussh** in supermarkets, as it gives low capital expenditure levels but great exposure," said Deen. "There is a great market to develop in and outside of London, and public awareness has increased."

The unnamed supermarket is looking at the concept as a separate "juice booth" in-store, again with both drink-in and takeaway options on offer.

Although Deen would not confirm the identity of the interested party, Tesco and Sainsbury's are thought to be the most likely candidates. Both are keen to play up their health credentials, and have been plundering ideas from the high street - Sainsbury's opened a Perfection coffee bar in its Clapham store in September, and Tesco opened a sushi bar in its new flagship Kensington store.

However, one industry insider said that sourcing good quality fruit for juicing throughout the year could be costly. He claimed that demand for the drinks could be especially difficult to sustain during the colder winter months.

The original concept was transported from California, which enjoys clement weather year-round.

Document spmktg0020010926ducb000q0

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News - Juice competition.

66 words
16 October 1998
Design Week
3
English
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Another fruit juice bar chain was due to open yesterday. **Crussh**, with interiors, graphics and identity created by architectural group Richard Hywel Evans with Julia Bostock Associates, has an outlet on London's Cornhill. Five more sites are planned over the next year.

Recent entrants into the sector include Joose International and Juice and Squeeze.

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Document dsnwk00020010922duag00144

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guardian

Now City slickers can get juiced up in a healthy way.

By Stuart Millar.
330 words
15 October 1998
The Guardian
6
English
(c) 1998

THEY have a proud reputation for hard living and extravagant socialising. But the first whispers of a revolution in the lifestyles of City traders were heard yesterday with the opening of an establishment which claims to offer the perfect antidote to the physical demands of late 20th century life.

A stone's throw from the Bank of England, the City's first health juice bar, **Crussh**, opened for business - heralding a trend which observers believe will rival the multi-million success stories of established sandwich and coffee chains.

Up to 60 similar outlets will open in London this year, and hundreds are expected nationwide in what is being seen as the coming of age of the health food industry - high-quality, tasty and nutritional food and drinks served in a trendy, fast-food environment.

Crussh is the first outlet for James Deen, a former corporate financier, James Learmond, a property devloper, and Marc Warde, the operations manager.

"It used to be the case that you had to listen to the Grateful Dead and wear sandals and have things in your hair to be into healthy food, but that's not the case any more," said Mr Deen, who came up with the idea while he was living in the United States.

The bar offers a range of carefully concocted juices, made up from 30 different fresh fruits and vegetables, including orange, banana, broccoli, soya sprouts, coconut, parsley, ginger and wheatgrass. The drinks, which have names such as City Slicker and Rest and Revive, sell for around #2 a cup.

Rod Lane, the nutritionist who designed all the drinks and meals and is a former adviser to Diana, Princess of Wales, said: "Some around here are working 14 or 16 hour days and that takes a lot out of them. Coming in here a few times a week will cancel out a lot of the bad stuff."

Document grdn000020010924duaf0151j

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Features
New this week

221 words
9 October 1998
The Sun
The Source 6
English
(c) 1998 News Group Newspapers. All rights reserved

* WITH the trend for Central Perk type coffee shops showing no signs of stopping, the new branch of Caffe Nero is bound to be mobbed with Friends wannabes. But, hey, don't let that put you off popping in - they serve a luscious latte here. (Caffe Nero, 62 Brewer St, W1).

* SEAN Connery fans know there will always be some other- worldly aura that makes the Tartan Titan one of us, yet not one of us. Still, this video has a good go at blowing the lid off the myth and Kim Basinger gives us her opinion, which must be worth a look. (Sean Connery: Close Up, Pounds 10.99).

* OOOOH, I could crush a grape - or any other fruit you care to mention - if I worked behind the counter here. The **Crussh** Juice Bar aims to offer a healthy alterna tive to coffee and alcohol, so there's no vodka with the orange, then? (**Crussh** Juice Bar, 48 Cornhill, EC3) .

* This Jeremy Beadle tome is worth it for the pictures alone as the irritating funster has captioned them with delights such as "I was broadcasting upside down wearing no trou sers, but LBC listeners didn't believe me. Here's the proof."

(Watch Out! Jeremy Beadle, My Autobiography, Pounds 15.99) .

(c) Times Newspapers Ltd, 1998

Document THESUN0020050308dua900ix4

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FT FINANCIAL TIMES
World business newspaper

OBSERVER - Easy squeezy.

203 words
26 June 1998
Financial Times
21
English
(c) 1998 Financial Times Limited. All Rights Reserved

Hair loss? Memory playing up? Hung over? Try a "City Slicker", an intimidating concoction of ginger, carrot, apple, broccoli, cabbage, soya sprouts and pineapple that Old Etonian James Deen thinks will be a recipe for success.

Deen, together with old school chum James Learmond, is about to unveil the first of several **Crussh** bars in the City in the hope he can ween office workers off their regular fix of caffeine by extolling the virtues of freshly squeezed, exotic juices - at up to #3.50 a swig. The former James Capel corporate finance man reckons London is ready for pollution-busting, immunity-boosting drinks that are all the rage in California, where he spent some time at college.

To help things along, 32-year-old Deen - father John Deen owned the Blue Star garage chain - is planning a consultative committee of friends to promote the idea of healthy drinking; it includes the equally exotic Yasmin Le Bon and Roderick Lane, Princess Diana's favourite nutritionist.

If it all sounds a bit rich, Deen says he'll also be selling distilled water. That should top up your battery.

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Not Available for Re-dissemination.

Document ftft000020010924du6q01hx9

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Docklands News
230 000
Weekly
30th October 2005

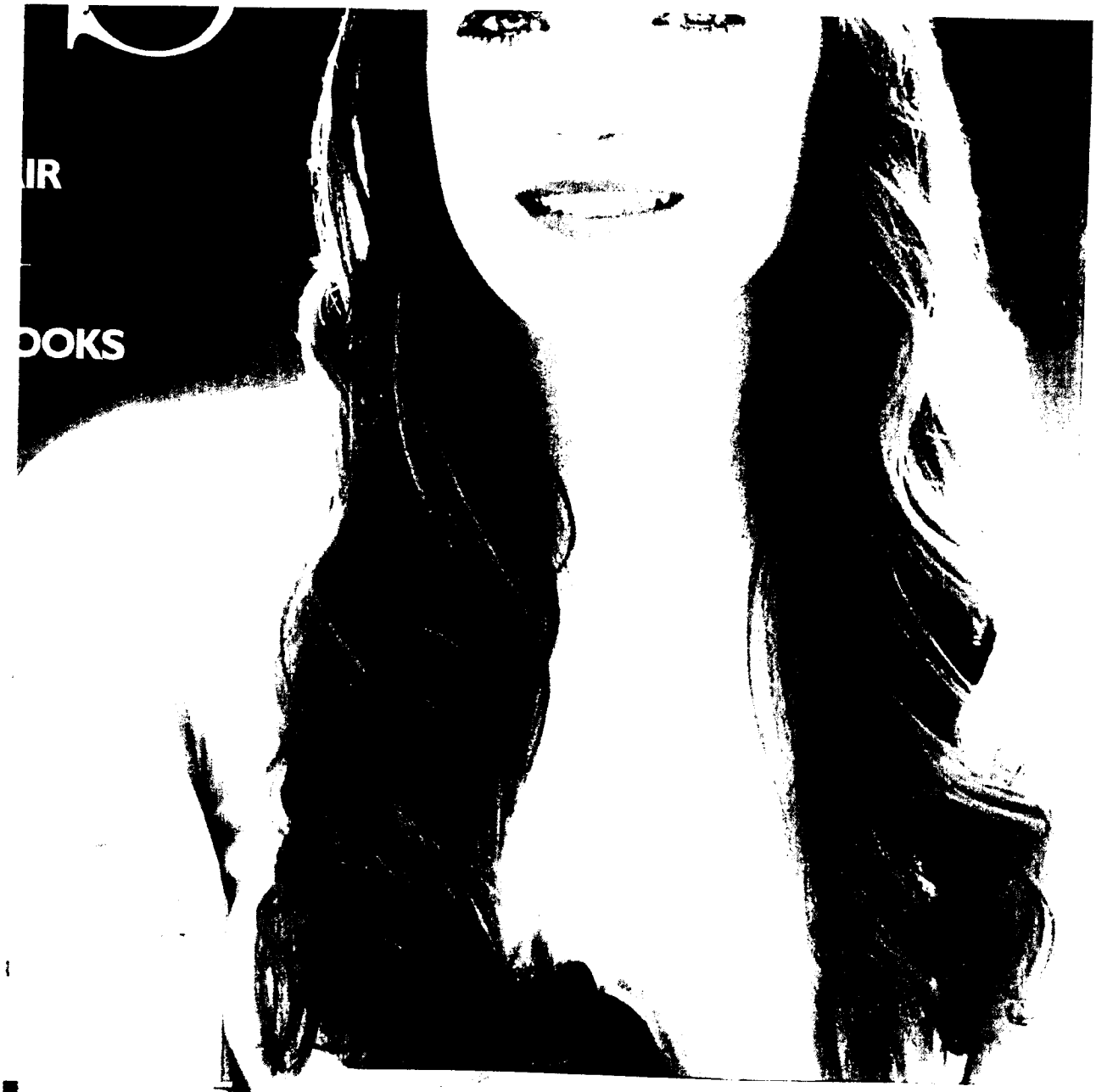
DOCKLANDS

THINK PINK, DRINK PINK

Even though the end of Breast Cancer Awareness month is nearing, the good team at Crussh, Jubilee Place are still doing their bit for the cause and are promoting their 'Pink Smoothie.'

This smoothies special ingredient is the Acerola berry imported from Brazil. It is only in season for a few months every year so now is the time to try it!

Even better, 30p from every Pink smoothie sold will be donated to the cause so get drinking..



BARGAIN/BOUTIQUE

Eight organic oranges from Valencia have been freshly squeezed into this biodegradable plastic cup. But for nearly £3, we were expecting something more magical and found it too bitter-sweet – refreshing, but not worth all those pennies.

Crussh has perfected fresh fruit juices. Their faultless OJ (squeezed from South African oranges) is a good mix between sweet and sour – this tangy juice is just how it should be.

STARBUY

Cool off with Fresh & Wild's OJ made from Navel oranges – this drink was darker in colour and had the most bits. Some thought that its thick, pulpy texture was overwhelming.

"I'm trying to go 'less if' and have bowls of pasta or whatever makes me happy"

Keira Knightley's battle with carbs

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EXT FOR
MOST
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B

len McCrory on her biggest role yet

Food Spy

THE NEXT

Chris Fung, MD of Crussh juice bars, predicts...

'Specific food colours will become more important as people start to understand the link between the food they eat and how they feel. Different food colours affect your mood. Yellow fruits boost optimism and it's no coincidence that sales of yellow smoothies like our Peach Passion skyrocket over summer. We instinctively know what our bodies need and the future will see us starting to listen.'

WILLIAM SITWELL **IS THE**

Restaurant bites

Viewers of **Gordon Ramsay**'s new Channel 4 show *The F Word* have upset some London chefs. The rolls show the great man apparently learning in action. Every idiot knows surgeon stocks are at a critical state. Gordon's stance is simply irresponsible', scoffs Tom Allan, owner of Fish restaurant in Borough Market. Ramsay's PR responds: 'They were black bass.'

Diners at Kentish Town gastropub **The Abbey** took matters into their own hands recently when the chef stormed out mid-service. 'After waiting two hours for lunch we heard a crash in the kitchen,' a customer explains. 'An ashen-faced waitress came and said simply, "He's gone." So we went in and cooked ourselves mussels and roast lamb.'

Neighbours of the **Notting Hill Brasserie** [illegible] complaining about noise. Know what, [illegible] but last [illegible] was four [illegible] complaints to local Spy [illegible] Special [illegible] parts for [illegible], an insider explains. 'And the cast from *The Rat Pack* [illegible] Frank [illegible] Gareth.'

Having left the glorious confines of **Auberge du Lac** at Brocket Hall, Jean Christophe Novelli has been spotted working in his Harpenden local, The White Horse. 'It's a bit more exciting than that,' a pal explains. 'He's planning to open tea pots with florist Kenzo Flower; this is the first one.'

Neil Morrissey's

The 43-year-old actor and comedian and former star of *Men Behaving Badly* lives in Crouch End with his girlfriend Emma Killick, a lawyer. As well as owning several restaurants and hotels in Wales, he recently opened Hurst House, a private club in London whose members include a long list of famous comedians. 'I cook three or four times a week,' he says, 'and I'll attempt to cook all kinds of things. But I do love doing Sunday lunch.'

Who's on the sofa? Me, Emma and Tiggie, our dog.

What's on the menu? Our favourite is a real smorgasbord. We'll have all kind of cheese, salami and other cold meats, some nice crusty bread and crackers and then some pickles, mayonnaise and Tabasco.

Pudding? Anything! I love sweet things, but a good apple crumble – hot or cold – and homemade custard would have to be my favourite.

And to drink? A glass of wine, red or white.

What's on the box? A good documentary.

Neil Morrissey co-owns Hurst House, a private members' club and restaurant in Covent Garden (020 7240 6131; www.hurst-house.co.uk)

The next big thing...

Christian Sandefeldt, chef/patron of Deep at Imperial Wharf, Chelsea, predicts...

'Some fish and shellfish stocks are so depleted, we'll see more restaurants serving fish from sustainable sources. Haddock and cod are endangered, but fish such as zander and perch (imported from Sweden) and shellfish such as Devon crab and hand-dived Scottish scallops are OK to use. Visit www.msc.org (Marine Stewardship Council) to check fish are from sustainable stocks.'

William Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy@jbcp.co.uk)

Barfly
what's new on the party circuit

London's lords and ladies, including Alexandra Spencer-Churchill, celebrated the launch of U'Luvka vodka at Drones Club by guzzling Sun & Moon cocktails – a mix of vodka, lime juice and pineapple purée. Ben Goldsmith (left) got into the spirit as guests nibbled spring rolls and Thai fishcakes. Spicy.

On the grid:

[illegible] £1.10 for 300g (020 3741 2138)

[illegible] £3.30 for 400g (www.cressh.com)

[illegible] £3.50 for 400g (www.parrecalderwood.co.uk)

ORGANIC TOMATO SOUP

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Sadie Frost describes her dietary idiosyncracies

William Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy@jbcp.co.uk)

what's new on the party circuit

Rémy and Olivier Krug popped over from Champagne to celebrate their Krug Rosé at Debenham House. The green-tiled £27 million mansion was the perfect backdrop for a night of overindulgence. Guests, including Giles Deacon (left), piled caviar and sour cream on to blinis while knocking back the Krug. Top of the pops.

£4.45
(www.chepd.co.uk)

£3.60 020 7927 3887

£3.15
(www.crussh.com)

CHICKEN SALAD

We think you're sexy, Penny Lancaster

VILLIAM SITWELL IS THE

estaurant bites

Food Spy hears of uproar at **Boisdale**. The Scottish restaurant in Belgravia, famed for its jazz, whisky, cigars and great meat, has shocked regulars by including a vegetarian haggis on its Burns Night menu. Owner **Ranald Macdonald** struggles to defend his decision: 'It's a non sequitur and doesn't make any sense,' he admits.

Weird foraging moment. Reports reach Food Spy of a man in chef's whites spotted on his hands and knees beneath the elevated section of the North Circular. Investigations reveal the man to be chef **Oliver Rowe**. 'He's pledged to source all ingredients for his new Kings Cross restaurant from within the Tube network,' explains an assistant, and he was then looking for mushrooms.

Natasha Law's [illegible] supper

Jude Law's sister Natasha is a fashion illustrator and artist: her figurative aluminum panels are popular with the Notting Hill set, including Sienna Miller. Natasha, 35, lives in Peckham with her boyfriend Finton Ryan, a comedy scriptwriter. Her 2006 diet tip is don't drink, don't eat bread and go travelling. Natasha rarely cooks (Finton usually takes over) but she can, she assures us, knock up a roast chicken.

Who joins you on the sofa?
My boyfriend Finton. Hopefully our two girls – Edie, five, and Ondine, nearly one, would be tucked up in bed.

What's on the menu?
Finton's creamy mushroom risotto with lamb's lettuce and rocket salad.

What's on the box?
Comedies like *Seinfeld* and Larry Sander's *Curb Your Enthusiasm*.

Pudding?
Now that I am pregnant, I love a good chocolate bar. Usually it would be fruit.

And to drink?
San Pellegrino mineral water.

Natasha's solo exhibition 'Home' is at Eleven from today until 19 February.

The next big thing...

Mark Jankel, chef of the Notting Hill Brasserie, predicts...

'My hot ingredient for 2006 is rapeseed oil. It's a great product that should really take off in Britain due to the fact that we can make it on our own soil, unlike olive oil. I am all for the idea of cutting down on food miles and helping the environment, and it's also highly versatile. It can be used to cook food, but also has a mellow, nutty flavour that goes perfectly in salads.'

[illegible]m Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy@jbcp.co.uk)

Party what's new on the party circuit

Plates were piled high at the Meridien, Piccadilly, following the opening night of *A Man for All Seasons* at the Theatre Royal. Guests including Carole Caplin (left) feasted with glee on pumpkin gnocchi, oven-roasted veg and mini bread-and-butter puddings – all washed down with a glass or two of red wine. More-ish.

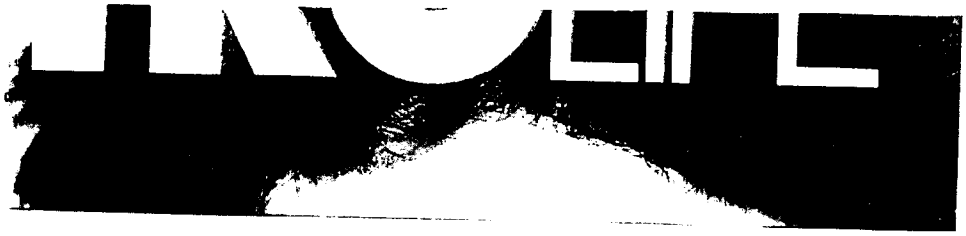
On the grid: DETOX SMOOTHIES

[illegible] £3.65 for 16fl oz (www.purecalifornia.co.uk)

[illegible] £1.75 for 15fl oz (020 8800 3939)

[illegible] £3.30 for 15fl oz (www.crussh.com)

Tom Ford 'rids himself' about chocolate



Edward Sullivan

drinks@edwardsullivan.co.uk

Brasserie & Bar, W4

11 Barley Mow Passage, W4
(020-8987 0555)
Mon-Sat 9am-midnight, Sun 9am-11pm

Although the original meaning of the term 'brasserie' was a restaurant where beer was produced – the early day French equivalent of a microbrewery, I guess in contemporary London the word conjures up a relaxed dining establishment with assured, quality food. No frills, necessarily, just honest to-goodness grub and at decent value for money.

The eponymous Sam (Harrison) has attempted to create this along with a buzzy, informal, all-day, neighbourhood bar in Chiswick's Barley Mow Centre, a one-time paper factory and now home to some 100 or so small businesses.

The space is large and industrial, softened by contemporary, relaxed furnishings and flattering use of lighting. The bar occupies one part of this cavernous space and has a long row of intimate looking one-face-one banquettes running beneath the windows; the brasserie bit occupies the rest of the space, is split-level and, although looking dangerously close to unnervingly smart, offers paper menus as placemats instead of linen napery.

Sitting in the bar one evening I was seriously impressed to discover that the buzzy atmosphere was being generated by a clientele that spanned all ages, each looking equally comfortable rubbing shoulders with the other. It is seldom, these days, that you find a venue catering to the needs of all the immediate local communities, and a refreshingly comfortable change it is too.

Cocktails are priced from £5.50 and the short list of ten will change regularly, apparently. I guess they'll improve, given the passage of time and experience of the staff, but there is a good range of beers including draught Staropramen, Leffe and Guinness, and bottled Asahi, Zatec, Bittburger, London Pride, Pilsner Urquell and Perom Grand Reserve.

You can go to Sam's and just have a glass of wine. Happily, many do, and why wouldn't they given the depth and range of this seriously erudite, irresistible list of mostly New World offerings. It's well priced, too, with 12 white and nine red all available at under £20 per bottle and there's an applaudable range of bins by the glass.

We decided to eat in the brasserie, but the snitty maitre d' clearly didn't like the cut of my jib and, after what seemed like several minutes examining his (almost empty) list of bookings, relegated us to the mezzanine area, which is virtually a service free-zone.

The menu includes a million things you expect from a brasserie: steaks, salads, mussels, and substantial modern British dishes. It's all extremely well prepared and reasonably priced (for Chiswick) given that starters average at £6 and mains at around £13.

Sam The Man clearly has a success on his hands and I'll be happy to make any number of detours in the future to enjoy his brand of quality hospitality.

WHERE TO...

■ ZANDER ★★★★★
45 Buckingham Gate, SW1 (020-7379 9797).
Ditch your partner in style and they'll remember you fondly in the future. This superior cocktail bar is just the ticket.

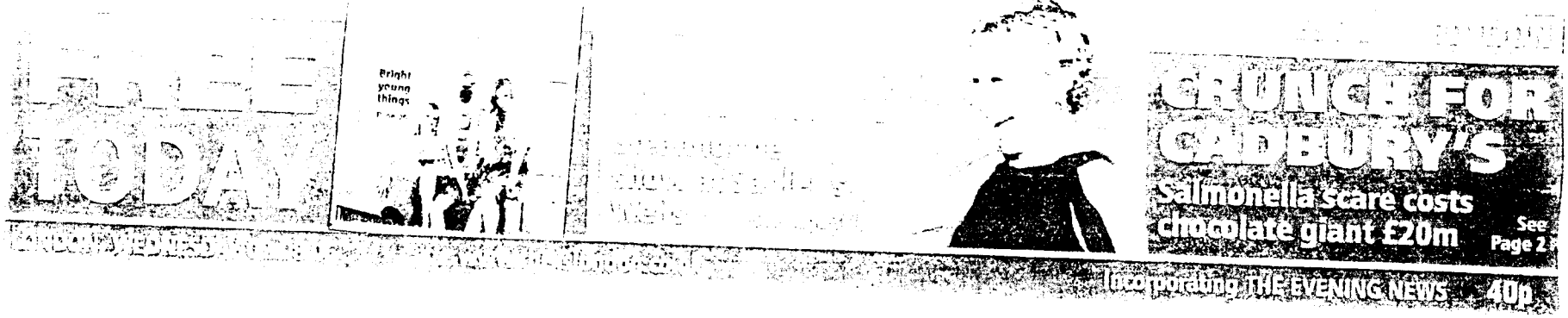
■ THE POLO
The Westbury Hotel, Conduit Street, W1 (020-7629 7755)
Alternatively, take them to the worst place you can imagine, on the basis that any memory will be better than this.

■ PITCHER & PIANO ★★
200 Bishopsgate, EC2 (020-7929 5914).
Choose somewhere loud so you're not overheard when doing the nasty business. This place also provides both of you with the immediate prospect of meeting your next date.

■ THE GREEN ★★★
74 Upper Street, N1 (020-7226 8895).
Tell your about-to-be-ex-partner it's not their fault, take them to this hugely popular gay-friendly bar and tell them you're considering your options.

■ CRUSSH ★★★★
48 Cornhill, EC3 (020-7626 2175).
If all else fails, insist on an alcohol-free future and start by taking them to Crussh, one of London's best juice bars, which offers a massive selection of freshly squeezed fruit juices, low fat smoothies and healthy foods. Should be enough to get your partner to dump you.

Evening Standard



Juices squeeze out hot lunch

LONDONERS are abandoning meals in favour of fruit drinks because of the heatwave, retailers say.

Smoothie sales across the capital are said to have more than doubled since temperatures soared. Juice outlet Crussh said it was now selling more than 3,500 smoothies a day.

"People are coming off the Tube and buses hot and dehydrated," said MD Chris Fung.

Top sellers are pear and mint and cherry and aloe vera.

Evening Stand

LONDON, TUESDAY, 13 JULY 2005 www.thisislondon.co.uk

Professi

Do you let others walk all over you?

As PAs struggle to be recognised for working ever longer hours, the message is simple: be more assertive

BY PENNY COTTEE

Raw deal: many senior PAs are effectively managers but without the reward

[illegible] amount of extra effort came with the [illegible]. Absolutely, says [illegible] chairman of support network European Management Assistants. "PAs should see the role as a profession, not just a job, and that means working outside the 9am-to-5pm routine," she argues. "Senior PAs are now effectively managers, and are working longer hours to fulfil the increased responsibilities of the [illegible] 9am, and then, after this, another three hours' work would put in for their couple of hours in the evening. "Some organisations demand an enormous commitment. You have to decide whether you're prepared to do that, and whether the rewards on offer are high enough."

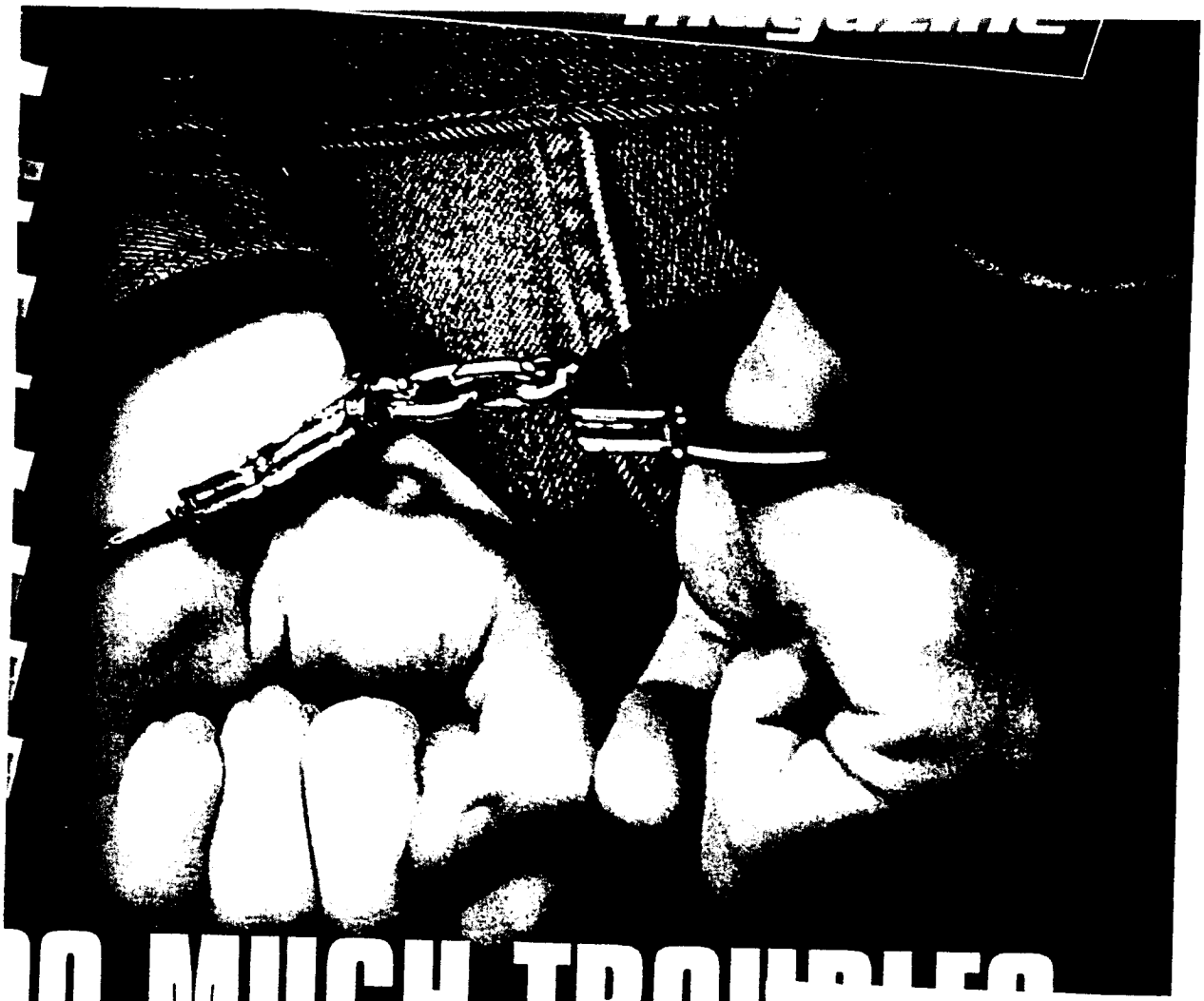
But if you want a challenging position in which you can develop professionally, she adds, there has to be a pay off.

[illegible] ways to work more effectively. "Network with other PAs and share best practice," she says. "Make sure you're being

LAL TIMES

chill through high street

...bar in central London. The capital's leading fresh juice chain opened its 14th branch this week



O MUCH TROU

Y YOU SHOULD LEARN A COUN

GOOD! A QUICK GUIDE TO THE ENGLISH

ROTIC ART AND POLITICS OF PAVEL HLAVAT

NG: Get your head round some cool hats

Savour the mix of Asian flavours in Singapore

The Hungarian Grand Prix gets ready to burn rubber

VIP TICKETS TO THE METRO WEEKENDER
TICKETS TO HIT SHOW *SHE LOVES ME*

DRINKING...

Get juiced

CRUSHH

CRUSHH | 30 Rathbone Place, W1T | Tel: 020-7636 9808
Closest tube: Tottenham Court Road

Summer
ARVEST
G WORKERS TO THE FIELDS

Rainbow Place, W1T 020-7636 9808 | Tube: Tottenham Court Rd

[illegible] Gym owners [illegible] but what's the point of [illegible] of Special Blend.

Resolutions are easy to make [illegible] and things are surely compounded by the [illegible] healthy [illegible] with limited time to lunch. Grabbing a coffee [illegible] employees.

[illegible] CRUSSH [illegible] CRUSSH was [illegible] fast food, and with [illegible] like coffee and [illegible] energy [illegible]

[illegible] New Year feeling less than bright eyed. So, CRUSSH [illegible] and give you a boost of antioxidants [illegible] Acaiberry from Brazil and the [illegible] wheat free and vegetarian [illegible]

[illegible] breakfast, you could start the day with a Green [illegible] and a bowl of porridge with soya [illegible] Hungarian Ghoulash soup with a [illegible] weight organic [illegible] And if you're starting to [illegible] what it says on the [illegible] CRUSSH [illegible] organic [illegible] fresh orange and [illegible] works [illegible]

For your nearest CRUSSH [illegible] Prices start from £1.45 for juices and £2.30 for soups

Selected by Trisha [illegible] from Kendermanns, producers of international award-winning wines, these three affordable, delicious wines are great for celebrating the New Year.

[illegible]

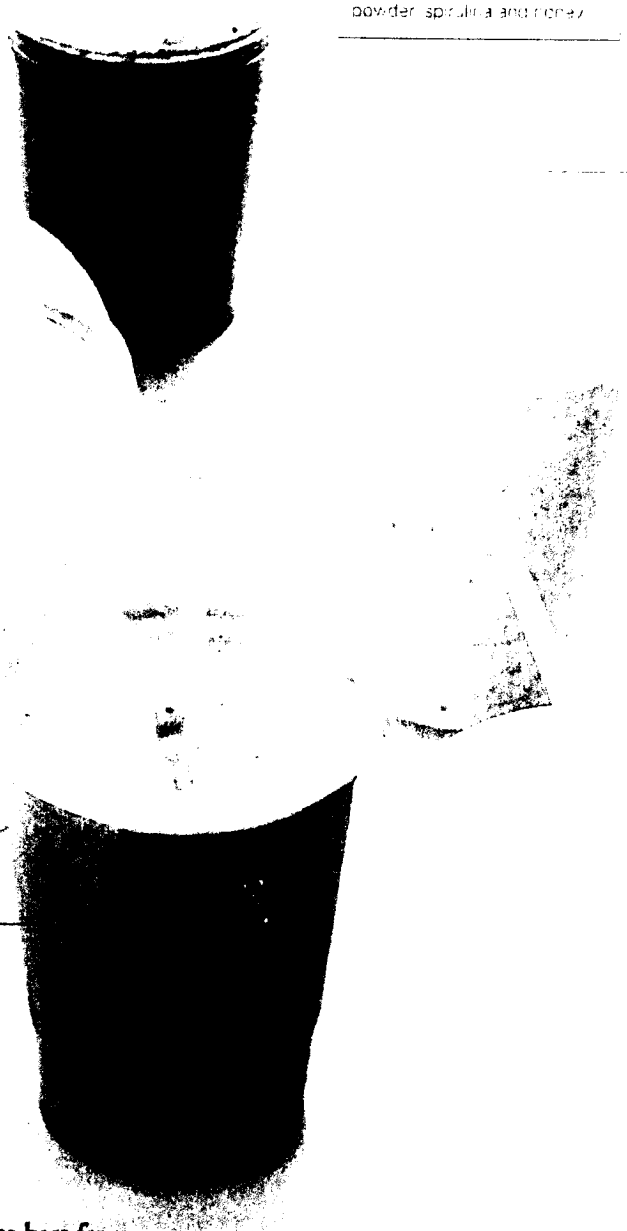
This Pinot Noir comes from Chile's famous Casablanca valley, a region that produces wines with more fruit and ample body than many a Burgundy. It's rich and super ripe, with toasty, smoky aromas giving away its secret of being matured in French barrique. Wonderful raspberry notes dominate the nose and carry through to the palate, where the smooth but firm tannins will make a great match with pan fried, roasted or braised red meats or duck. If you can bear to wait before drinking it, it'll improve with age.

[illegible]

[illegible]

ZOMBA JUICE
Inspired by the fruits of South Africa, Zomba started in London but plans to go nationwide very soon.
THEY SAY: Delicious, nutritious and energising.
WE SAY: Strong on specialty brews, for example Green Machine contains protein powder, spirulina and honey.

BOOST JUICE
Huge in Australia. Coming to Manchester later this year.
THEY SAY: Drink me, love me, bin me.
WE SAY: Full of superfoods. There's a low-cal Skinny Juice, and a Skinny Shot of hydroxy citric acid which they say helps stop carbs converting into fat.



BEAN JUICE
The home of smoothie improvisation with two juice bars in London.
THEY SAY: Fresher than the freshest.
WE SAY: Have a shot of wheat protein powder (adored by Gwyneth Paltrow) with your inquisition The Liquid Breakfast.

LOVEJUICE
Boost Juice tried, and failed to buy this rival out last year. Now Lovejuice have several stores around the UK.
THEY SAY: It's a natural thing.
WE SAY: Juices with vitamins and herbs. Energy Boost contains ginseng, guarana extract and kola nut extract.

easy shop

CRUSSH
Branches all over London, but still true to its roots: fruit + blender + nothing else.
THEY SAY: Look good, feel good, work better.
WE SAY: Ahead of the game – from October they'll do a breast cancer smoothie with health-promoting berries like acerola.

Who's winning the juice wars?

Smoothies are the new coffee, and juice bars from around the world are fighting for a place on the high street, where we quaff 93,000 litres of the stuff a day. *Grazia* has a swig and casts its verdict...

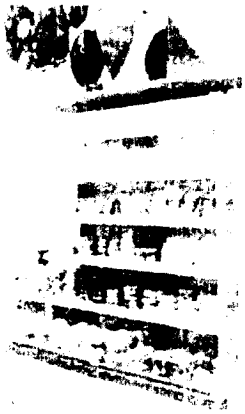
AS CHOSEN BY...

Health editor
Brigid Moss

'Smoothie shops are a welcome new high-street trend. These are the best of the competition, using the freshest ingredients, herbs and superfoods. A smoothie is a great energy boost if you're exhausted by shopping.'

-STORI

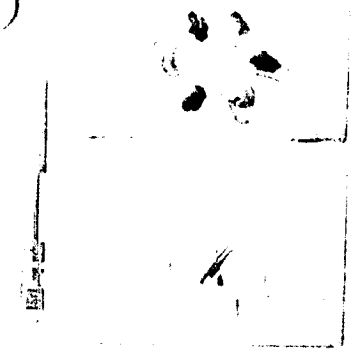
Crussh restyle spearheads juice bar expansion plans



Research looks forward to the 'generous brands' generation

IN-STORE

Crussh restyle spearheads juice bar expansion plans



Waitrose has relaunched its party food category with a 30-item product range including meat, fish, vegetarian and sweet options created for the Christmas party season. The design, by Pearlfisher, uses a minimal and simplistic approach, using food photography to reflect both the fun nature of the product itself and the creativity associated with dressing a table for a party. "Convenience and indulgence remain the key drivers behind any party food range," says a spokeswoman for the supermarket group. "ABIs who want to impress but have little time to spare are the key customers – people who won't compromise on quality, but who still want to impress their guests and appreciate something a little different." On the back of the pack, a message informs customers about the Waitrose Entertaining food ordering service.

Research looks forward to the 'generous brands' generation

Harrods launches digit

Stores apply for 24-hou

Blockbuster offers DVI

Marmite spreads a little

Harvey Nichols moves

Mamas & Papas extend

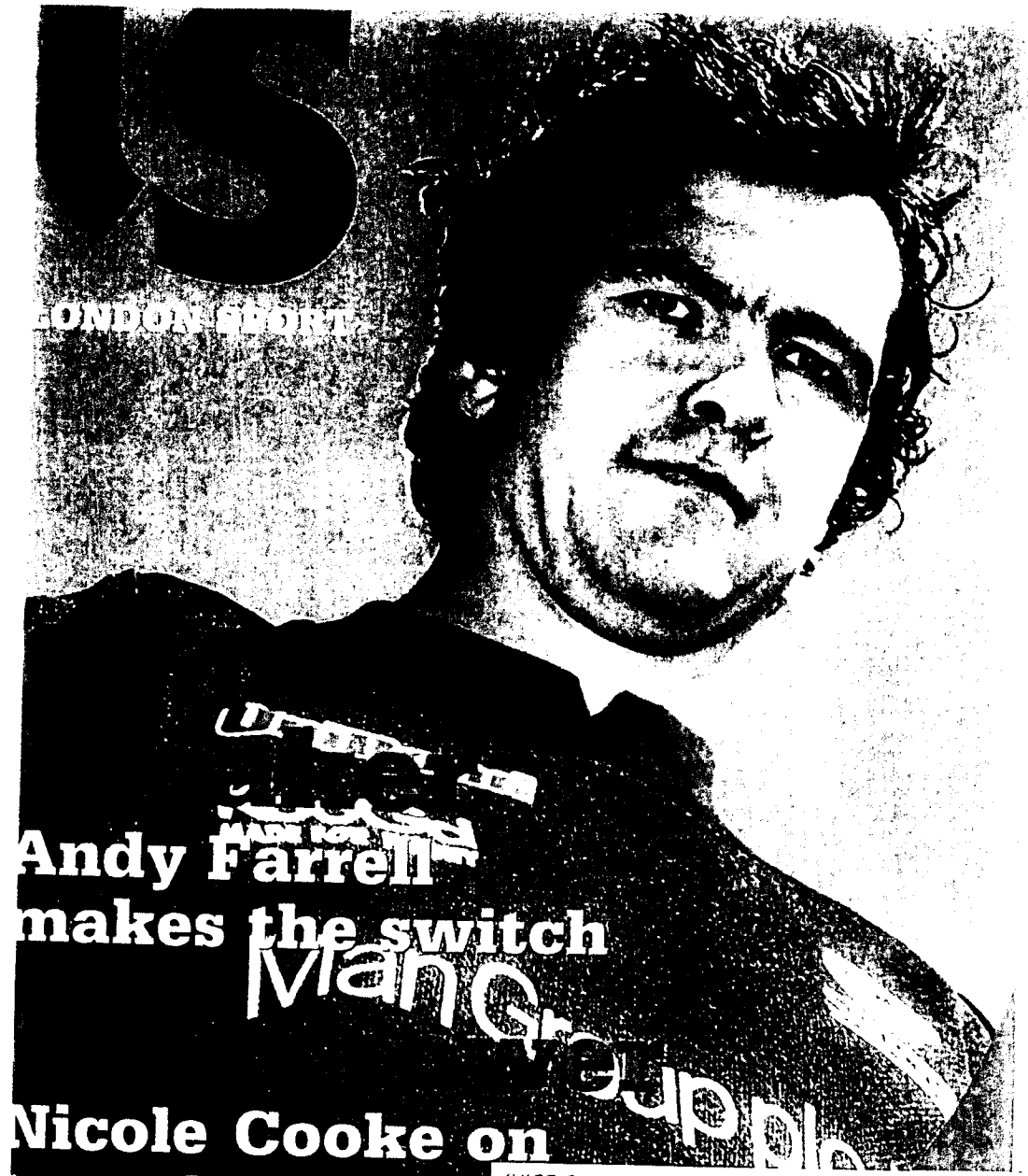
Tesco reports self-chec

Now we've seen it all...

healthy foods than at a high-fat fast food chain, but that decision is up to you.

The distinction that separates Crussh from its readymade competitors is the commitment to both freshness and variety not just serving something that looks like it was packaged recently. Thumbs up if you're looking for something new and healthful for lunch.

LJ - December 2005



LONDON STORY

Andy Farrell makes the switch

Nicole Cooke on top of the wor

pages of listi

Your essential guide

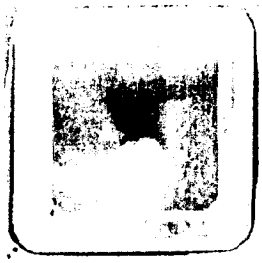
JUICE OF THE MONTH: THE PINK DRINK

DRINK PINK IN AID OF BREAST CANCER CARE THIS MONTH

Everyone, even if it is stored somewhere at the back of their minds, knows about the five a day idea. Knowing it's one thing, adhering to it is quite another. But it's more important than ever, especially since eating plenty of fresh fruit has long been thought to lower the risk of developing cancer. Fresh fruits are chock full of cancer-fighting antioxidants such as vitamins C and E and the Pink Drink smoothie is no exception. The Pink Drink packs a powerful anti-cancer punch, combining some of the healthiest super fruits on the planet. It uses the famous Acai berry from Brazil – a berry that contains up to 300 times the vitamin C of an orange. The Acai berry is also rich in Vitamin A, manganese, potassium and carotenoids.

It doesn't stop there. The Pink Drink also contains the cleansing of cranberries – a North American fruit with proven cancer fighting properties.

Blend the Acai and cranberries together with fruit, apple juice and some low fat natural yoghurt. Or alternatively go out and get a Pink Drink from a Crussh juice bar and in doing so support Breast Cancer Care this month.



Crussh have created a special new 'Pink Drink' smoothie for Breast Cancer Awareness Month, with 50p from every one sold going to Breast Cancer Care. www.crussh.com

THE GUIDE FOR ACTIVE PEOPLE

LS

LONDON SPORT

Up to scratch

Nick Dougherty's European Tour dreams

Reaching new heights

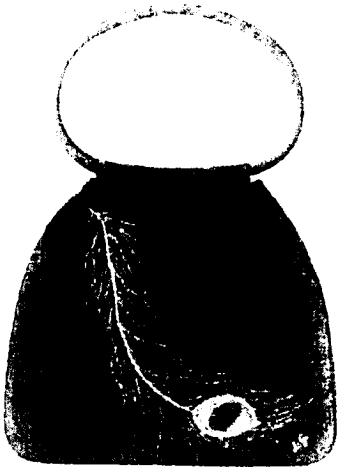
London's top climbing walls

16 pages of listings

Your essential guide

GO

In order to celebrate their new store on the Strand, Crussh is offering every NAGG reader a free smoothie this month. Just take this magazine with you and show it to your server when you buy any soup, salad, sandwich, wrap or porridge you will be given a medium smoothie, made fresh before your very eyes.



Bag ladies

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www.rohan.co.uk

scenes

www.crystalskins.co.uk

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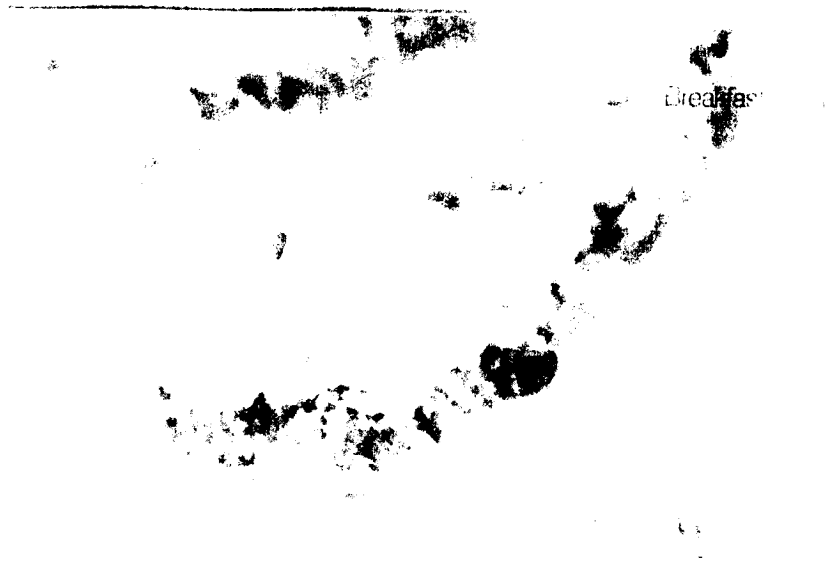
s off

Mum's the word

www.mamasandpapas.com.



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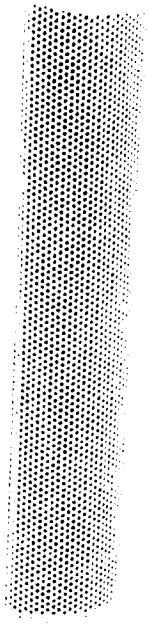
'Cold porridge sounds scary, but with the berries on top, it's delicious... it's on the menu all year'

Crussh breakfast

Hot stuff



freshair

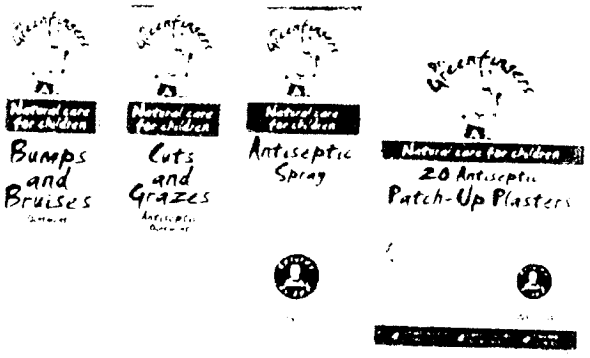
Did you know that over 40% of the British population is affected by allergies and this figure is increasing by about 5% each year? One of the best ways that you can cut your susceptibility to pollutants in the air is with an air purifier. Bionaire® is the market leader in air purification and their range of air purifiers have all been approved by Allergy UK.

Apart from allergies, ionisers have been shown to reduce headaches and create a more pleasant atmosphere indoors. The Compact Air Purifier With Ioniser (BAP242) is the perfect combination of air purifier and ioniser. This costs just £29.99 and is a great solution for smaller rooms and spaces. For further information on the Bionaire® range and a list of stockists call 0800 0523615.

Green fingers

Children (and adults who become children in the get hurt) will love the new range of healing [illegible] from Dr. Greenfingers. For example the Bumps and Bruises Ointment is made using fresh [illegible] and is a great natural remedy to soothe [illegible].

Your kids will love the bright [illegible] and you might find it easier to stop the tears with the magical stories and 'Bravery Award' stickers produced by the innovative company. The range of products start from £3.95. Visit www.drgreenfingers.co.uk for more information.



and Healing

Beyond beauty

The TLT (Top Line Therapists) Academy recently celebrated their fifth anniversary. This highly successful training school for beauty therapists is now training its students in holistic therapies.

Anyone looking for a career in holistic health can train in everything from shiatsu massage to reflexology. Laraine Morris, Principal of TLT Academy strongly believes in the efficacy of holistic therapies and aims to create a centre of excellence for the training of holistic health practitioners.

'TLT Academy is highly focused towards helping students achieve careers in the industry,' says Morris. Their success in doing so looks set to continue. For more information on TLT Academy visit www.tltacademy.co.uk or call 020 8462 3662.

Laraine Morris, Principal of Top Line Therapists Academy

Summer porridge

The Glycaemic Index (GI) diet has recently seen an upsurge in popularity with many celebrities swearing by foods that slowly release sugars into the bloodstream.

In winter this generally means porridge but what to do in summer? Well, leading London juice bar CRUSSH have invented the summer porridge. A mixture of oats, low fat yoghurt, topped with seasonal fruits, the porridge is going down a treat with health conscious commuters.

The breakfast treat is priced at just £1.50 for a medium bowl and £2 for a large.

Visit www.crussh.com for more on the exciting world of healthy, delicious food and drink options.

Season's Greetings to all our members

Reebok Sports Club is proud to unveil the REEBOK DECK a great addition to the equipment menu. Recent exercise trends have shown more people appreciating the benefits of whole body workouts, incorporating cardiovascular, resistance and flexibility training. Classes reflecting this have become increasingly popular, but the equipment did not exist to facilitate such classes – until now. It is a multi-use exercise platform for cardiovascular and strength training, plus stretching, designed to enable effective workout formats for overall health and fitness gains. "The Deck looks like the Steps' big brother... only it's more sophisticated with an adjustable surface, storage space for resistance bands and grooves in which to place the resistance bands for upper body workouts," explains Group Exercise Manager, Angie du Plessis.

It is versatile and simple to use. It can be employed to support a vast array of exercises, making it ideal for studio classes, particularly Step and resistance formats like Reebok Reps and Body Conditioning, as well as other circuit based class formats. For details of class times, check the website or contact Angie du Plessis with any queries about this brilliant new acquisition.

Thomas Zeen (right) has been the proud driver of a BMW 7 series for the last month. He was the lucky winner of the recent competition Reebok Sports Club held in conjunction with Sytner of 20 Canada Square (020 7718 5600).

Canada Square Reebok is being transformed into a winter wonderland in the shape of an ice rink between December 1 and February 25th. This will be THE venue for office skating parties, family outings or a romantic skate with a date. Robin Cousins MBE, 1980 Olympic Figure Skating Gold medallist says "I am delighted to be involved in bringing ice skating to Canary Wharf in Winter Olympic year." The rink will be open Monday to Saturday 09.30 – 23.30 hours and Sunday 09.30 – 20.30 hours. See back page for special offer for Reebok member.

01242 680299
www.kalmanzoo.com

CARDS FOR LESS

Dockland and London artist, Gillian Burrows, (and RSC member) has produced new handmade cards which you can view at www.artistgb.com and click on Gallery/handmade cards

Reebok members can enjoy a 10% discount on Christmas cards

Enquiries to Gillian burrows@artistgb.com or please telephone 020 7515 9935 and quote your membership number to obtain the discount

London set for 'Juice Wars'

[illegible]

[illegible]

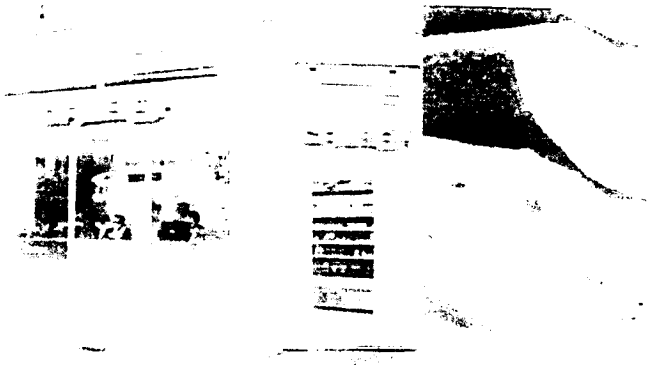
[illegible] pineapple, [illegible] pineapple [illegible] yoghurt with Aloe [illegible] Pomme Mint, an ultimate summer [illegible] substitute for Pimms! [illegible] Pear, fresh mint, apple, cucumber & lime. It also has a Papaya [illegible] and a summer favourite [illegible] The Brazilian, made with the healthy acai berry, native to the Amazon.

Outlet now have a large range of healthy foods on top of all their freshly made to order smoothies and juices. Open early, it offers hot organic soya porridge, or the summer porridge version, made with organic low fat yoghurt and topped with summer berries, as well as toasted bagels and energising banana and fruit smoothies.

The menu includes a wide range of home made soups, sandwiches, salads, sushi and wraps. Crussh sandwiches are all made on a reduced fat, reduced salt malted wheatgrain bread.

There are also a number of wheat free sandwiches in the range, made on wheat free rye bread. The toasted sandwiches are made with a low fat ciabatta style bread.

The latest sandwich fillings for the summer include: poached salmon & yuzu berry sandwich the yuzu berry from Japan has a fresh, citrussy flavour and makes this filling a light, summery sandwich option; beetroot & smoked mackerel marketed as being rich in brain boosting Omega 3 fats. Existing sandwiches include smoked chicken & avocado; poached chicken salad; smoky ham swiss, roast beef & watercress, and a smoked salmon wheat free sandwich. There is also a range of wraps and Healthpot [illegible] Healthpot.



Docklands

fit

WITH Capri Wheatley from LA Fitness, West India Quay

ERE's a simple test – sit down and ask yourself what is it you want, write it down and say it out loud.

Smoothie operators set to Crussh the competition

Oscar Herbert

In a High street battle which will pitch the Zen Boost against Love Juice and the Deep Detoxifier against the Green Tea Pineapple Zen, in a contemporary equivalent of the 1990s coffee bar showdowns, an Australian juice bar chain which has taken the Asia-Pacific by storm is moving in on a UK market already worth more than £100m and doubling every year.

The leading UK operator of "smoothie" bars opened its 14th branch, in the Strand, last week. The company, Crussh, predicts it and others will have dislodged coffee bars from their position on the high street within 15 years. But the arrival of the Australian company Boost Juice – which has just announced it will open a Manchester outlet later this year with more to follow in London – means Crussh will not have the customers all to themselves.

Boost's own extraordinary development began in a garage in Melbourne, Australia, where Janine Allis began blending smoothies (for the uninitiated, drinks made with natural fruits, juices and dairy products, sometimes partly frozen). On a visit to California, she then hit upon the idea of setting up smoothie bars, first in Adelaide in Mar-

Janine Allis, the founder of Boost Juice, is to open her first UK 'smoothie bar' in Manchester later this year MICHAEL [illegible]

2000 and eventually across Australia, New Zealand, Singapore and South Korea. The franchise – known by its orange, green and yellow shop fronts – now has 180 sites offering smoothies, juice cocktails and "medicinal" drinks laced with camomile, passion flower and lemon balm.

In Manchester, Ms Allis has stumbled upon a franchisee with an impressive track record: the businessman Richard O'Sullivan, from Bury, who sold his Millies Cookies firm to catering giant Compass for £24m in December 2003. The £5m asking price provides an idea of the brand's worth. "I'll open 10 and see where it goes from there," said Mr O'Sullivan. "We will run the business from the north-west and build it up, like we did with Millies."

The success of Britain's smoothie producers provides grounds for considerable optimism. Innocent, founded by three entrepreneurs in 1998, now sells a million smoothies a week, controls 56 per cent of the UK smoothie market and expects its £37m sales to double this year. Smoothies are comfortably the fastest growing sector in the soft drinks market: the research company IRI recently found that they were growing at a rate of 1.0 per cent, compared with growth of 20 per cent for chilled juices.

But behind the soaring smoothie sales, nutritionists are cautioning against overestimating their benefits. The British Dietetic Association has stated that a smoothie should account for more than one of the recommended five daily units of fruit and vegetables, while Neal Kaufman, director of paediatrics at a medical centre in Los Angeles, recently declared that humans were not meant to "drink their calories". He said: "Liquids like fruit juice, composed mostly of sugars, [can promote] obesity."

There are other challenges ahead for both Crussh and Boost Juice. Adam Balon, founder of Innocent, believes the coffee bars have already grabbed the best sites. "And smoothies are more costly to make," he said. But Crussh, which began in October 1998 as a single café in the City, is phlegmatic about the new Australian challenge. "Are they [the new company] scary? Yes and no," he said. "I don't think it's that easy in the UK. In Australia you've got the weather, you've got everything going for it. The UK isn't the same."

£1.70 (IR €2,10)
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Gonn

Special investigation: Diet

Beware the smoothie

Full of fruit – but they may be bad for you

They are one of the food industry's biggest sellers and consumers see them as a healthy option. They should think again. **Severin Carrell** reports

[illegible]

[illegible] this [illegible] of [illegible] more than [illegible] each day.

This argument goes to the heart of the Government's campaign to combat the UK's rising obesity rates, and end our love [illegible] or juice. This is because [illegible] process results in [illegible] not with very little fibre, compared with the raw ingredient. This is more the case with juice where the skin, peel and pith are removed entirely.

"Variety is one of the key el- [illegible] for an London dietitian Dr Frankie Phillips. Both Innocent and PJs market their drinks by claiming they give two portions a day, and PJs are even using their own "five a day" label on their bottles – something which the experts and Government believe makes the confu-

Smoothies are the latest super food, the lifestyle choice for Britain's increasingly health-conscious consumers. They are vitamin packed, low in fat and "bursting with goodness. Allegedly.

Britons are spending more than £100m a year on smoothies. But now health experts are warning that the smoothies revolution has gone too far. Some of the fruit-packed drinks are also packed with sugar, calories and acids, while most people wrongly believe that every smoothie is just as good as eating a fresh apple or unpeeling a grape banana.

That, said Dr Frankie Phillips, from the British Dietetic Association, is not the case. "Juicing involves the removal of fibre and this removes some of the nutrients that would be found in a whole fruit or vegetable," said Dr Phillips. "There is likely to be a more concentrated level of sugars naturally present in the fruit, and if a juice is sipped over a long period of time, the fruit juice, which is quite acidic, can damage dental enamel. In addition, some smoothies are very high in calories, with added whole-milk yoghurt, and even peanut butter and chocolate."

In the United States, a rapidly expanding smoothies firm called Jamba Juice, which says it wants to open stores in the UK, is selling a "power" drink that makes nutritionists go pale. The company sells the Peanut Butter Mood. Its super-sized version, which is 890ml in size, packs 169g of sugar and 1,170 calories.

Many smoothie drinks now on sale in the UK have sugar levels higher than the Food Standards Agency's healthy limit of 10g of sugar per 100g. There are other unseen problems with smoothies: as soon as a fruit is processed, its vitamins and nutrients start to lose their potency. And many smoothies are made from concentrate, not fresh fruit.

Even so, nutritionists agree that smoothies are a better alternative to Coke or Fanta. But a debate is now raging within Whitehall about whether these drinks are what they certainly

THE DRINKS: HOW DO THEY RATE?

Innocent

Marks & Spencer
SIZE: 500ml

The Serious Food Company

Full of fruit – but they may be bad for you

They are one of the food industry's biggest sellers and consumers see them as a healthy option. They should think again. **Severin Carrell** reports

a contribution now is the five portions of fresh fruit and vegetables that Britons are being officially urged to eat each day.

This argument goes to the heart of the Government's campaign to combat the UK's rising obesity rates and end our love affair with ready meals by persuading us to eat a wide range of fruit and vegetables to get our "five a day". Two of Britain's most popular smoothie companies, Innocent and PJs, claim their drinks can play a significant role in helping to hit that target – a claim that health ministers have rejected, until now.

An *Independent on Sunday* investigation has found they have lobbied the Food Standards Agency, the official adviser on healthy eating, to revise the Government's guidelines on what kind of food and drinks are good enough to help to make "five a day". Health ministers insist that smoothies can make only one of those five daily portions because – unlike freshly prepared fruit and vegetables, they usually contain less fibre, fewer nutrients and do not help people to have a varied diet.

A Department of Health official told the *IoS*: "We state that fruit or vegetable juice and fruit smoothies count only as one portion regardless of how much over 150ml is consumed or how many fruits are blended or juiced. This is because the process results in an end product with very little fibre, compared with the raw ingredient. This is more the case with juice where the skin, peel and pith are removed entirely.

"Variety is one of the key elements; we encourage people to eat at least five different types each day in a range of forms, but to not rely too heavily on blended or juiced products."

But the FSA is now telling ministers at the Department of Health that these firms are right to claim that some smoothies are so rich in fruit that drinking one standard 250ml bottle is enough to make up two of those "five a day". Richard Reed, a co-founder of Innocent, is adamant that his products satisfy the Government's criteria for supplying two of the "five a day". He said: "Ours is the only brand which is 100 per cent fruit. We don't take anything out and don't put anything in."

The FSA, he added, "had signalled very clearly to us that they're going to change the advice to two portions when the smoothie contains two entire portions in their natural state".

This is not just a technical argument about labelling. If they win this argument, their sales – already the fastest growing in the entire soft drinks market – will boom. The smoothie bar chain Crussh opened its 14th store in London this month. Both Innocent and PJs market their drinks by claiming they give two portions a day, and PJs are even using their own "five a day" label on their bottles – something which the experts and Government believe makes the confusion for consumers greater.

But even smoothie makers concede their drinks have a limited role. Chris Fung, managing director of Crussh, said: "Everything in moderation. If you had 10 smoothies a day then it wouldn't be that good for you, the same as if you had 10 of anything per day. A lot depends on what you are substituting the smoothie for."

Dr Frankie Phillips said that smoothies were a "grey area". "At the moment, there are a variety of ways that the portions of fruit and veg counting towards the 'five a day' are labelled on smoothie bottles. This can then lead to confusion."

Ministers are planning to publish new advice on how processed foods meet the "five a day" criteria. They are likely to give the highest-quality smoothies the right to claim they give two of those five portions – but only if they can prove to be entirely made from several different types of crushed fruit.

Additional reporting by Hannah Crown and Louisa Dennison

the fruit packed drinks are also packed with sugar, calories and acids, while most people assume PJs believe that every smoothie is just as good as eating a fresh apple or munching a ripe banana.

That, said Dr Frankie Phillips, from the British Dietetic Association, is not the case. "Juicing involves the removal of fibre and this removes some of the nutrients that would be found in a whole fruit or vegetable," said Dr Phillips. "There is likely to be a more concentrated level of sugars naturally present in the fruit, and if a juice is sipped over a long period of time, the fruit juice, which is quite acidic, can

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Even so, nutritionists agree that smoothies are a better alternative to Coke or Fanta. But a debate is now raging within Whitehall about whether these drinks are what they claim to be.

THE DRINKS: HOW DO THEY RATE?

Innocent

SIZE: 1l
MADE FROM: pineapples, bananas, apples, coconut milk, orange juice
BENEFITS: vitamin C and fibre
PROBLEMS: 136g sugars (equivalent to 34 teaspoons of sugar) and 730 calories

Marks & Spencer

SIZE: 500ml
MADE FROM: orange, banana, mango, carrot, lemon juice
BENEFITS: low in fat
PROBLEMS: has 56g fruit sugars per bottle, equivalent to 14 teaspoons of sugar

The Serious Food Company

SIZE: 250ml
MADE FROM: blueberries, pomegranate, banana, grapes, apple
BENEFITS: high in vitamin C, some fibre, no fat
PROBLEMS: 33g of sugars

PJ Smoothies

SIZE: 250ml
MADE FROM: orange, apple, mango, banana, passion fruit and apple
BENEFITS: claims two of the five a day fruit and veg
PROBLEMS: high in sugars, but exact level not listed

Innocent

SIZE: 180ml cartons
MADE FROM: apples, grapes, banana and blackcurrants
BENEFITS: one day's vitamin C, low fat
PROBLEMS: High in fruit sugars, but not listed on packet

Jamba Juice

SIZE: 890ml
MADE FROM: non-fat yoghurt, chocolate, soy milk, ice, frozen bananas, peanut butter
BENEFITS: contains 35g protein, calcium, vitamins C and A and iron
PROBLEMS: contains 169g sugars and 1,170 calories

Pulp fiction?

Britons seem to believe that drinking fruit juices and smoothies can cure all ills. PETA BEE discovers many are a waste of money, full of sugars, acid and calories

Could it soon be fast orders for the latte? So many of us are now swapping our java jolt for a healthier-sounding fruit juice that analysts are predicting a high street juice bar war to rival that of the coffee chains. This week the British chain Crussh opened its 14th store, and the Australian chain Boost Juice has signed its first franchise deal in the UK with a branch to open in Manchester, followed by one in London. Driven by a desire for products that are nutritious, natural and calorie-kind, although undoubtedly aided by the celebrity seal of approval – Chrissy Turlington, Willem Dafoe, Woody Harrelson and Russell Crowe are all confirmed juice fans – today's consumer seemingly wants more than a short-lived energy burst from caffeine. And what better way to get it than from a banana and mango crush? So popular is the idea of juicing one's way to health that latest figures from Mintel show that the market has grown by 60 per cent in five years, with Britons now spending almost £768 million a year. As the fastest-growing sector of the UK soft drinks market after bottled water, we consume more than two million litres of them every year. Pure juices, made from 100 per cent squeezed or pressed fruit, are the most popular, representing 56 per cent of all juice drinks sold. But hot on their heels are smoothies, the thick, creamy textured products that we have grown to love in the ten years since they first pricked our consciences.

Smoothies alone now have a retail value of £100 million in the UK, a figure that is doubling by the year. Of course, the best thing is that we can indulge our juice habit in the belief that it is doing us no end of good. There is nothing quite like a freshly squeezed fruit drink to leave you feeling virtuous. With more vitamins (and flavour) than mineral water and with detoxing and disease-fighting properties, they appear to be the ultimate health tonic. Or are they?

Our growing obsession with juicing sounds good news for a nation that persistently fails to raise its average fruit and vegetable intake above a paltry two servings a day. But experts caution that there is more to it in some cases

The Wharf

JULY 7 2005

incorporating Property Guide

Certified Distribution 32,460
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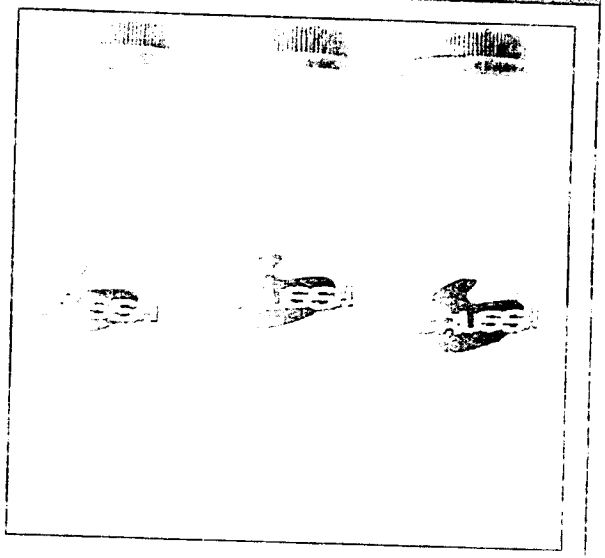
FREE drinks for our readers

A smoothie or juice from CRUSSH



FEELING thirsty?

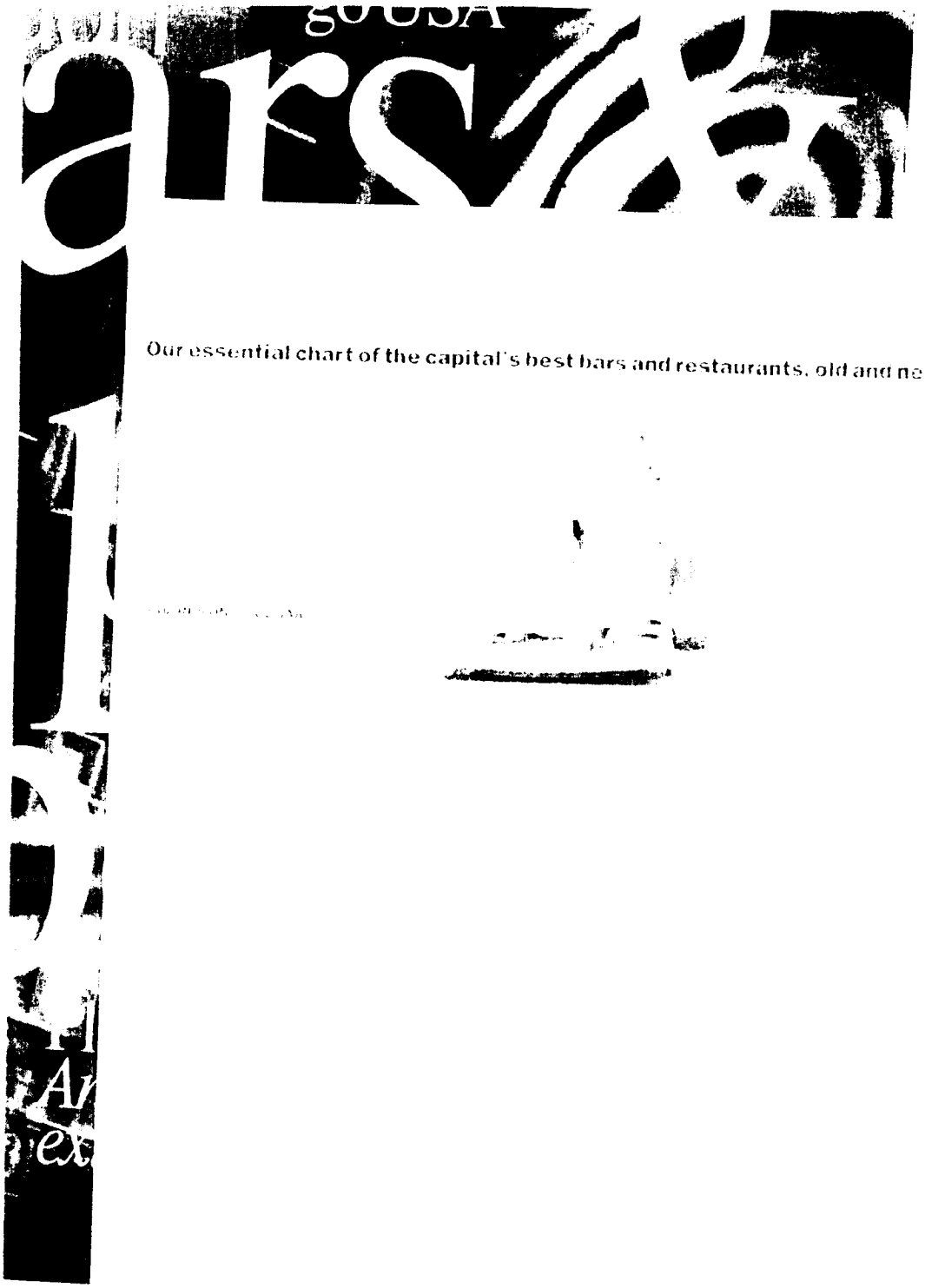
The Wharf has teamed up with CRUSSH juice bar to offer free drinks to readers.

CRUSSH, renowned for pioneering healthier fast food, is opening a brand new site in Jubilee Place this month.

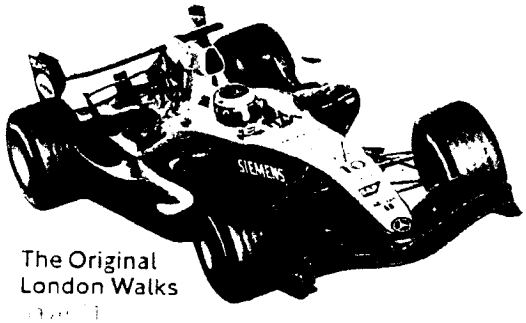
Having firmly established the first Canary Wharf store in Canada Square five years ago, it continues to grow as the Jubilee Place store is due to relocate to a bigger and more convenient location in the mall.

CRUSSH has made-to-order smoothies and freshly squeezed juices, and an array of wholesome and nutritious options including sandwiches, salads, soups, wraps and breakfast snacks. The CRUSSH philosophy is to use fresh natural, organic, free-range and tolerance-friendly ingredients.

To celebrate the opening of the new store, *Wharf* readers can get a free medium smoothie or juice when purchasing any salad, sandwich, soup or wrap at CRUSSH. [illegible] Jubilee Place (not Canada Square) between today (Thursday, July [illegible]) and Wednesday, July 13 inclusive. Offer is restricted to [illegible] per day.



Our essential chart of the capital's best bars and restaurants, old and new – updated every week



The Original London Walks

020 7624 3973
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Present your copy of tube magazine and get £1 off both of these walks (normally £5.50): Hidden Pubs of Old London Town (meet outside Temple station at 7pm every Tuesday) and Along the Thames Pub Walk (meet by exit 3 of Blackfriars station at 7pm on Fridays).

⊖ Temple/Blackfriars

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Museum of London
London Wall, EC2Y
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⊖ Tower Hill/ London Bridge

The Cutting Edge Comedy Tuesdays

The [illegible]
[illegible]
Present this copy of tube when you buy a ticket and get another free. Valid [illegible]

⊖ Piccadilly Circus/ Leicester Square

LEAVES HELL IN THE
EN IN LONDON'S PA

tube voucher

FREE smoothie

Bring this voucher along to CRUSSH, London's leading juice bar, and claim a free medium smoothie when buying any sandwich, salad or wrap. For information on your nearest CRUSSH store, visit www.crussh.com One customer per voucher. This offer does not include super smoothies.

Expires 31 July 2005.

City Cafe

32 John [illegible]
020 7932 4600
Enjoy an [illegible] meal in City [illegible] Cafe by presenting this magazine when you make a reservation. The [illegible] group [illegible] Farmers' Day.

⊖ Pimlico

Toast Festivals

20 [illegible]
Clapham [illegible]
[illegible]

⊖ Clapham Common

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HOT TO TROT

I will revive

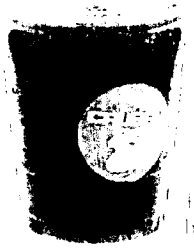
We all know we shouldn't overdo the booze, but what if you do? Although some of these healthy hangover cures are based on folk wisdom, people swear that they help you feel better faster

1 The Crussh Purifier

Try this smoothie recipe from juice bar Crussh's *POINTS* value. Put 125g carrots, 95g apples, 50g [illegible] and 25g peeled root ginger through a [illegible] then whizz the juice in a [illegible] with 55g frozen strawberries and raspberries

2 Scrambled eggs and beans

Use just a [illegible] skimmed or [illegible] skimmed milk in the eggs and cook without butter in a non-stick pan. Beans [illegible]



3 Granary toast with Marmite

[illegible]

4 Lots of wate

[illegible] and long-lasting [illegible] hangover is likely [illegible] be. So drink up!

■ STARTERS

■ **O'Neill's pubs** in London are hosting a week of Irish fun from November 21 to celebrate the Spirit of the Irish. O'Neill's on Wardour Street, W1 has its annual week-long Féis Ceol event. The craic will be in full swing in the Soho Irish pub throughout the week. A Black Velvet party, complete with the famous Irish cocktail and live entertainment, will be held on Nov 21 alongside other events. Visitors can test their skills in a limerick competition, have a punt on a small race in aid of Barnardo's, or enjoy O'Neill's Magners and pork sausages and seafood colcannon washed down with a Jameson's cocktail exclusive to Féis Ceol. Other O'Neill's pubs are at 14 New Row, WC2; 31 Houndsditch, EC1; 65 Cannon Street, EC4; 73 Euston Road, NW1; 64 London Wall, EC2; 37 Great Marlborough Street, W1; 166-170 Shaftesbury Avenue, WC2; and 2 New Bridge Street, EC4.

■ **Crussh juice bars** have launched a new menu packed with nutritious foods all bursting with ingredients to boost your body's immune system and help protect you from those nasty chills. Traditional soups such as leek and potato or tomato and basil from their classic range are served up alongside Hungarian goulash or Boston clam chowder for those looking for something different. Enjoy them with freshly baked bread for the perfect autumn warmer. Alongside these wholesome soups Crussh are also offering new seasonal smoothies: the English Orchard, made with blackberries, blueberries, apple and pear; the Autumn Cleanser, with tomato, celery, carrot, ginger and lime; and the Pink Drink, with the super fruit acerola, all bursting with vitamins and antioxidants. This month Crussh are offering a free Flu Fighter booster containing echinacea, vitamin C and astragulus with any juice or smoothie bought to help fight off any nasty bugs!

■ **Babalou in Brixton** are producing a cocktail for Thanksgiving of Chivas Regal Scotch, lemon, maraschino liqueur, quince jelly and a splash of orange juice served over ice. This will be available throughout the night on Nov 24 at Babalou, The Crypt, St Matthew's Church, Brixton Hill, SW2.

Time to give thanks

Whether or not you are American, you can still celebrate US Thanksgiving Day in London, as **Michael Darvell** *found out in Soho*

The barbecue has come a long way, even in the UK, and most gardens now boast a modest outdoor cooker. However, it takes true Americans to get the most satisfaction out of this type of cooking. You can still enjoy ribs, burgers, chicken and pulled pork by setting off for **Bodean's** on [illegible] Clapham, where on Thursday November 24 they will celebrate US Thanksgiving. On 10 Poland Street, W1 your Thanksgiving Dinner is £19.95, with a choice of [illegible] Chicken Gumbo, [illegible] or a Small Caesar or Garden Salad, followed by sliced turkey [illegible] cranberry sauce, stuffing, mashed potatoes, brown gravy and [illegible] vegetables. For dessert [illegible] pie or pumpkin pie and [illegible] sittings begin [illegible] reservation [illegible]. It's the same menu at Bodean's [illegible] Street, but it costs £18.95 [illegible].

Bodean's, London's original BBQ smoke house, was the idea of [illegible] Blais, one of the original [illegible] involved with the [illegible] Bryan Lyrel, a [illegible] time International BBQ Champion. It was [illegible] brought the unique taste of barbecue to London. [illegible] at Bodean's in Soho and was impressed by the quality of the food and the [illegible] whole at a time. [illegible] that every night is party night [illegible] Thanksgiving should be [illegible].

On my visit [illegible] Helen [illegible]

[illegible] Cameron [illegible] to the basement [illegible] from the ground floor [illegible] takeaway [illegible] baseball [illegible] to watch and that night was no exception. [illegible] and it does add to the [illegible].

The menu offers [illegible] Specialities [illegible] and [illegible] Specials [illegible]

[illegible]

[illegible]

■ Bodean's [illegible]

■ THREE MORE OF A KIND... ...THANKSGIVING MEALS

Christopher's

18 Wellington Street, WC2 [illegible] and 18-20 [illegible] [illegible] Waldorf [illegible] Roast turkey, Virginia [illegible] Pumpkin pie, Bourbon [illegible] Blackberry and apple cobbler [illegible] fudge brownie with raspberries, ice [illegible] chocolate sauce. £38 for three [illegible]

Villandry

[illegible]

Hudson Grill

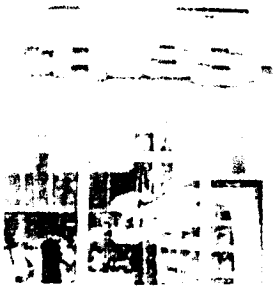
[illegible]

[illegible]

6 Farringdon Street, London, EC4M 7LH [illegible]

Cuisine [illegible]

Telephone: 020 7489 5916



Sandwich places like Pret a Manger did to lunch what Marcel Duchamp's 'Fountain' did to art. Like the art world's acceptance of Duchamp for using readymade goods for art, readymade lunches have become the acceptable thing to eat for lunch. The concept is similar: it's okay to consume something made by someone else, and it's okay to assume it's fresh because it looks like it was packaged recently.

Crussh follows this readymade lunch trend, offering a fresh spin on the takeaway lunch. On one hand, Crussh is just another sandwich place in the same vein as places like Pizza Express and Pret, but on the other hand, its focus on freshness and health offers something just a little different, and a little better, than what's already been done before. Crussh's menu moves away from just wraps and sandwiches and offers innovations like health pots - little salad medleys of beans and vegetables.

I stopped into Crussh for lunch the other day as a well needed break from the same turkey and cheese sandwich lunch I've enjoyed at lunchtime since primary school, and a respite from Tesco's and Pret's selection of readymade lunches.

On first impression, American ex-pats like me may recognise Crussh as a kind of British version of Jamba Juice, an American chain of juice bars offering smoothies, vitamin boosts, and healthy snacks. Actually, a lot seems to be similar between the two establishments, from the smoothie names to the clean cut interior design including the fresh squeezed orange juice coloured walls.

The food is nicely packaged in clear cellophane wrappers sealed with stickers, and looks like it's meant to be sold that afternoon, not sometime that week like it does when packaged in those triangular boxes we're so familiar with.

The poppy seed bagel with smoked salmon tasted good, but unfortunately wasn't an authentic bagel. A cup of organic vegetable soup quickly made up for the poor bagel, though. Piping hot and very filling, I ate every last bite. On the side, a bag of crunchy Terra crisps made from beetroot, sweet potato and turnip were a nice break from the usual variety of wimpy potato crisps. A bag of apple crisps were a sweet change from potato crisps, a little odd, but quite tasty once you get the hang of them. The Berry Blast smoothie was a delicious blend of banana, apple, and berries that felt both [illegible] and healthy. The vitamin booster option allows you to add extra nutritious content to your drink. For those brave enough you can try a shot of wheatgrass — but definitely save a slurp of smoothie for afterwards as the taste isn't for everyone. It literally tastes like a freshly mowed lawn.

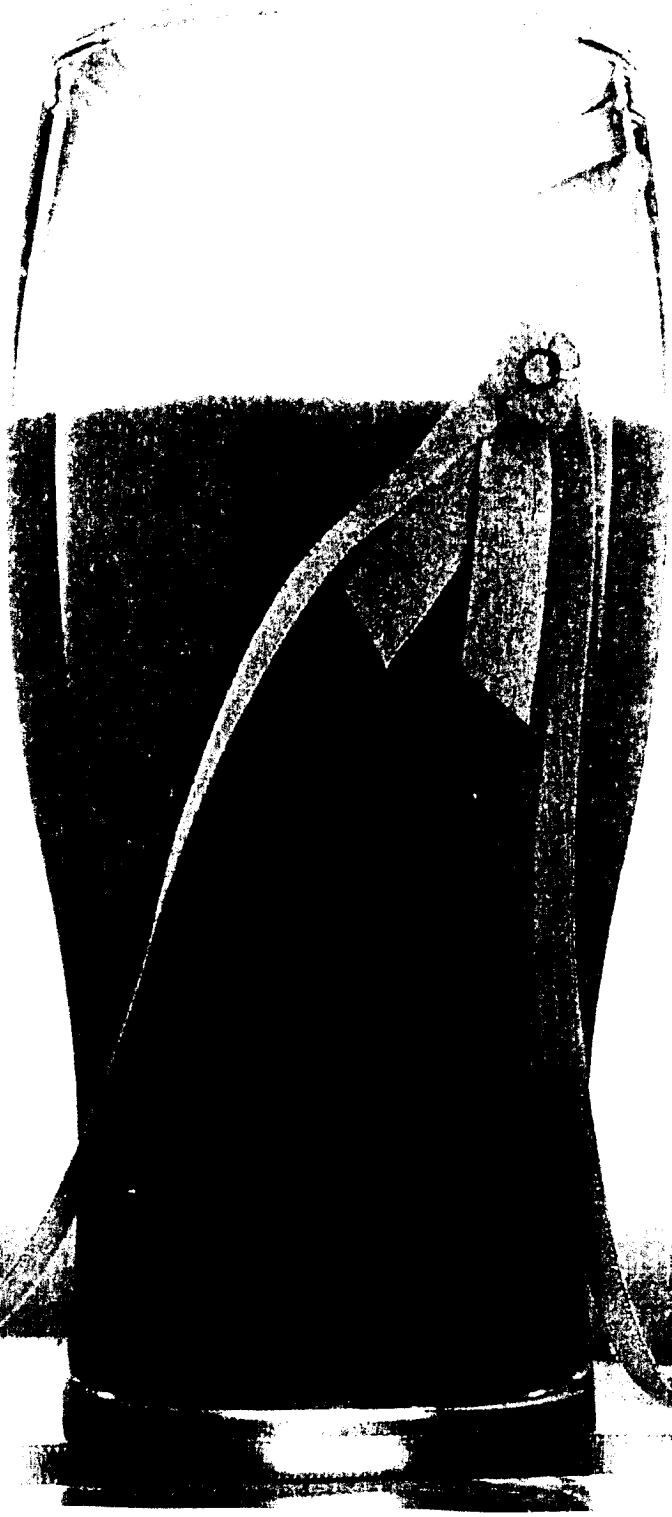
The foods I couldn't fit into my lunch looked equally delicious, a quality that made me really enjoy Crussh. I could eat there for a week and never eat the same meal twice, whether it be a Smokey Ham and Swiss sandwich, or a sunny veggie [illegible] a tuna sushi wrap or a baby mozzarella salad, just to mention a few. I could also eat there if I were vegetarian or vegan as the menu abounds with veg options.

The only bad part about Crussh is the price. While it might be fine for just a quick bite, assembling a meal made of more than one item can be a little costly. An average sandwich or salad and smoothie costs about £5 or £6, so over a few work weeks, these healthy lunches could be an expensive habit to keep up. Of course, perhaps your money is better spent for

-Marketing

The Peace Club

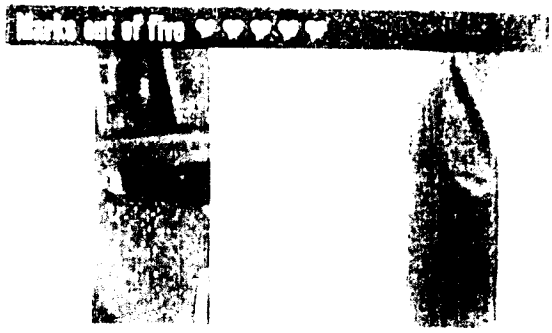
100% Natural Toiletries



drink pink!

Raise a glass in October to the fight against breast cancer. We're not talking bubbly, though – instead, try the special Pink Drink (pictured) created by London-based smoothie chain Crussh to tie in with Breast Cancer Awareness month. The main ingredient is Brazilian superfruit, the acerola cherry, *uber* rich in cancer-fighting antioxidants (it can contain 300 times more vitamin C than oranges as well as vitamin A, manganese, potassium and carotenoids) and, until recently, unavailable in the UK. Crussh's smoothie, £3.90 (with 50p going to breast-cancer charities), is a delicious blend of acerola, cranberries, banana, low-fat frozen yogurt and apple juice, and tastes delicious. If you're based outside London, try Innocent's new Natural Vitamin C Super Smoothie, £1.75 for 250ml (from Sainsbury's and Waitrose), which has nine acerola cherries per drink. Or try Biona's Pure Organic Acerola Cherry Juice, £3.89 for 330ml, in healthfood stores nationwide. We reckon it won't be long before the fresh fruit finds its way to our supermarket shelves, so keep an eye out!

5 a day



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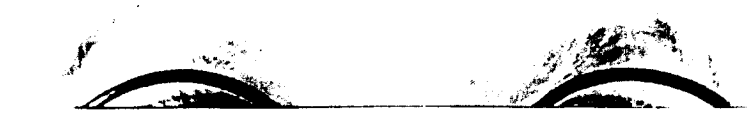

food ne

Tasty tre[illegible] fo[illegible] a mout[illegible] month[illegible]

GREEN GODDESS

It's Breast Cancer Awareness month, so stay healthy and raise money for Breast Cancer Care with this delicious smoothie. It costs £2.80 (medium) or £3.90 (large) in Crussh stores (see crussh.com) – 50p goes direct to charity

about 5 mins

15 acerola cherries
15 cranberries
125ml apple juice
2tbsp natural yoghurt (or natural sorbet, soya yoghurt)
½ banana

1 Whiz all the ingredients together in a blender until you've a lump-free pink smoothie. It's that simple.

Idea: For a thicker consistency and cooler smoothie, try freezing your natural yoghurt or soya yoghurt before adding.

Acerola cherries as frozen pulp are available to buy online from pulpa cook or revital cook. For more information on Breast Cancer Care, call 020 7384 2984 or visit breastcancercare.org.uk

TOP TIP!
Fresh fruits are chock full of cancer fighting antioxidants such as vitamins C and E

£1.6bn

MEET YOUR LOCAL FARMER

Do you prefer food that's grown locally? Show you commitment to British agriculture by signing up for Waitrose's Meet Your Local Farmer event, taking place on 5 October in Wallingford, Oxfordshire and 9 November in Hersham, Surrey. Includes cookery demonstrations and tastings. Call the Waitrose Events Office on 01344 825 138 for more info.

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Food news
Five 'free from' lunchbox ideas
[illegible] little ones
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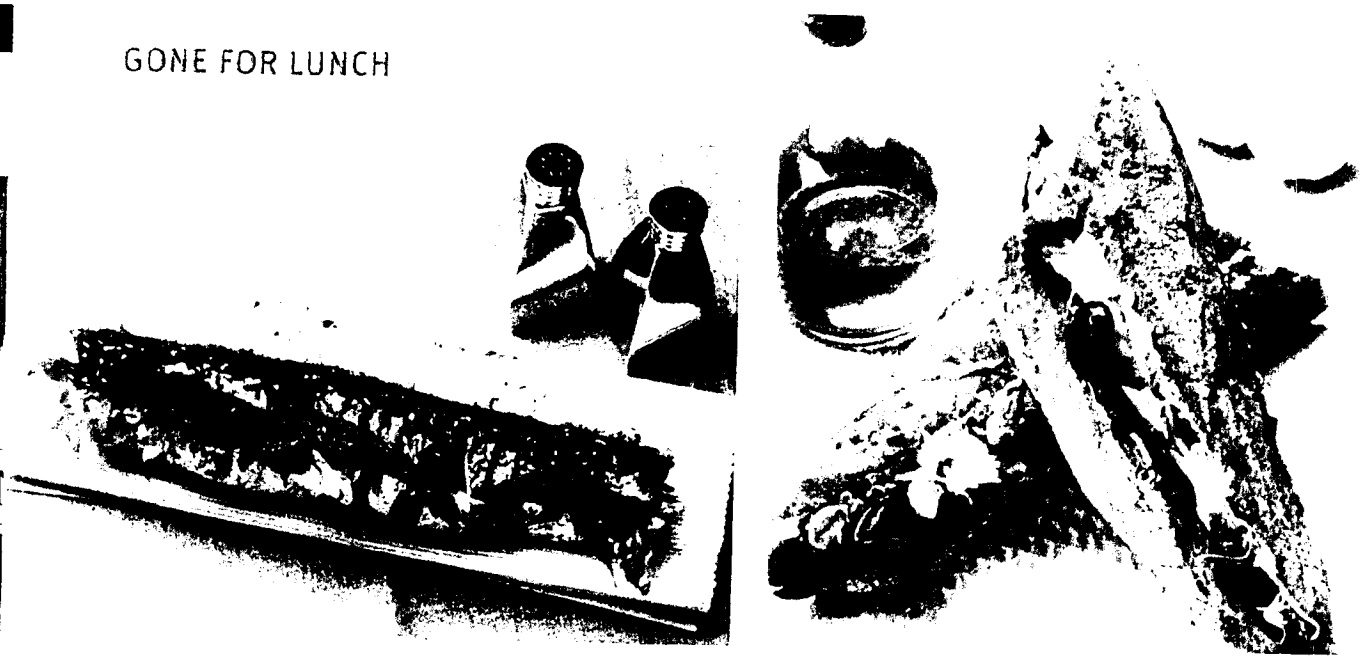


These lunchtime treats feature Bakehouse's Baguette Rusticata: STEAK AND ONIONS WITH A TWIST: [illegible] Portobello mushrooms and top with onion marmalade and rocket. SMOKED TROUT, LEMON AND DILL: [illegible] mayonnaise and lemon, then top with some watercress for a refreshing summer sandwich.

Make lunchtime special

"Cafe culture is here to stay," enthuses Kate Raison, marketing director of Bakehouse, supplier of continental breads and patisserie for bakeoff. "And coffee shops are using food as a key part of their offering and a way of differentiating themselves from the competition to encourage the consumer to linger for longer."

Kate Raison agrees that lunchtime is a big business opportunity to the coffee shop sector with deli sandwiches, panini's and exotic flatbreads breads increasingly on the menu along with new twists on traditional sweet products such as Danish pastries. She goes a step further by suggesting that it is the food offering in particular that will make a consumer choose one outlet over another.

"The three biggest players in the coffee shop market – Starbucks, Costa and Caffè Nero – all perform well on coffee quality, so what makes a consumer choose one over another? The food offering is certainly the key and it is an approach that independent coffee shops can also adopt," she says.

Specialty breads are becoming increasingly popular in foodservice as consumers are looking for variety and new tastes and are prepared to pay a premium for more [illegible] food to eat in, plate coverage is becoming more important as sandwiches are now often used as a main meal [illegible]. More exotic fillings, many with a continental or Asian influence [illegible] popular, Bakehouse report, due to increased [illegible] multi-cultural lifestyles.

Increasingly, multi-purpose breads that [illegible] base and as a sandwich carrier for example are being [illegible] as well as more unusual products such as flavoured baguettes [illegible] bread combinations (Bakehouse's Baguette Rusticata [illegible] combines the best of a baguette with a [illegible]).

Consumers are treating themselves more often and [illegible] are in a position to encourage consumers to [illegible] coffee to buying an indulgent treat as well. [illegible] shop chains with whom they work with, say Bakehouse [illegible] to increase their bakery ranges to meet this demand. Many [illegible] products can also double up as 'puddings'. Products [illegible] encourage consumers to purchase a treat after a [illegible] at lunchtime.

At CRUSSH, the emphasis is on healthy, fast food to go

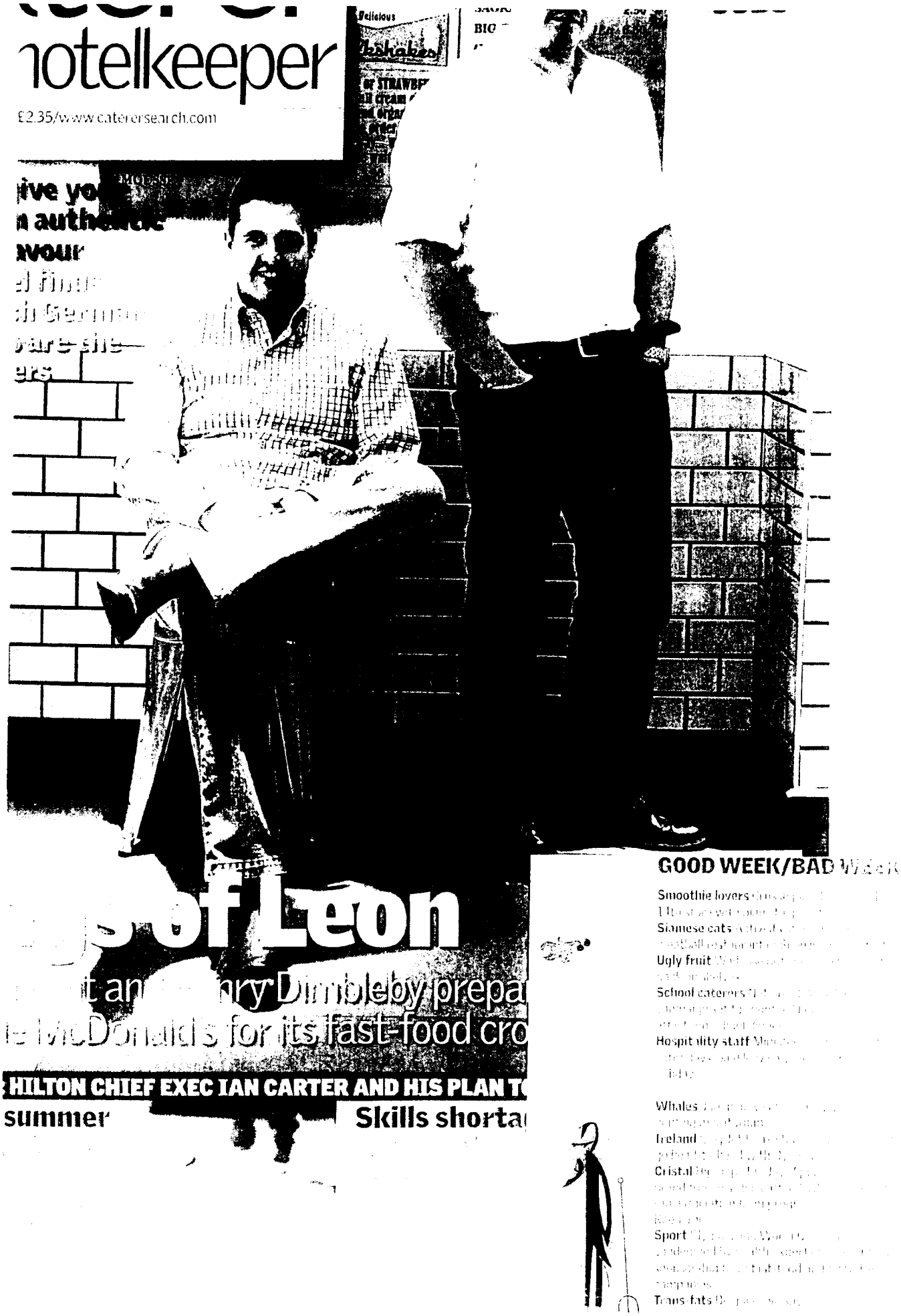
LUNCH AT CRUSSH (WWW.CRUSH.COM)

Crussh, a London-based fresh juice and smoothie outlet selling healthy light bites, was set up in 1998 by James Learmond, based on the principle of creating healthy food for a fast lifestyle.

In the beginning, James Learmond says that he just put on the shelves what he and his colleagues were longing to eat and drink, but not able to find. As time has progressed they have developed a wide range of options based on the philosophy of 'healthier, tastier and easier', and which includes soups, salads, breakfasts, desserts and sandwiches.

"Lunchtime is one of the most important times of day for us, mainly due to our locations being in high density work areas," says James. "However, we also have a very strong breakfast trade and rapidly increasing mid-afternoon 'smoothie time' visitors, who are the early adopters sick of coffee and looking for the healthier option to perk up their afternoon.

"We offer various deals/discounts for local partners and regularly do promotions offering free smoothies with any lunch time product purchased," he explains. "Our biggest revenue generators are smoothies, juices, and soups during the winter. We do sit in and take away. Some stores have more seating than others, and we really try to create a good vibe so people enjoy being there. There is no such thing as a typical Crussh customer – we see everyone from students to grannies!"



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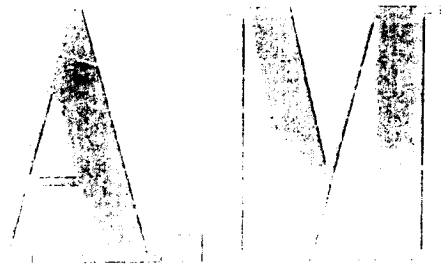
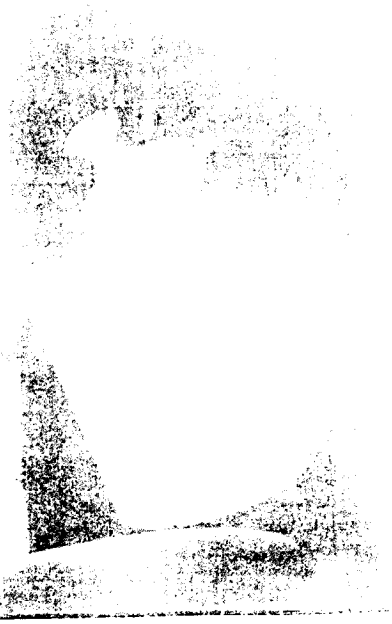


The right fuel to keep you running

Italian chic, made for British women



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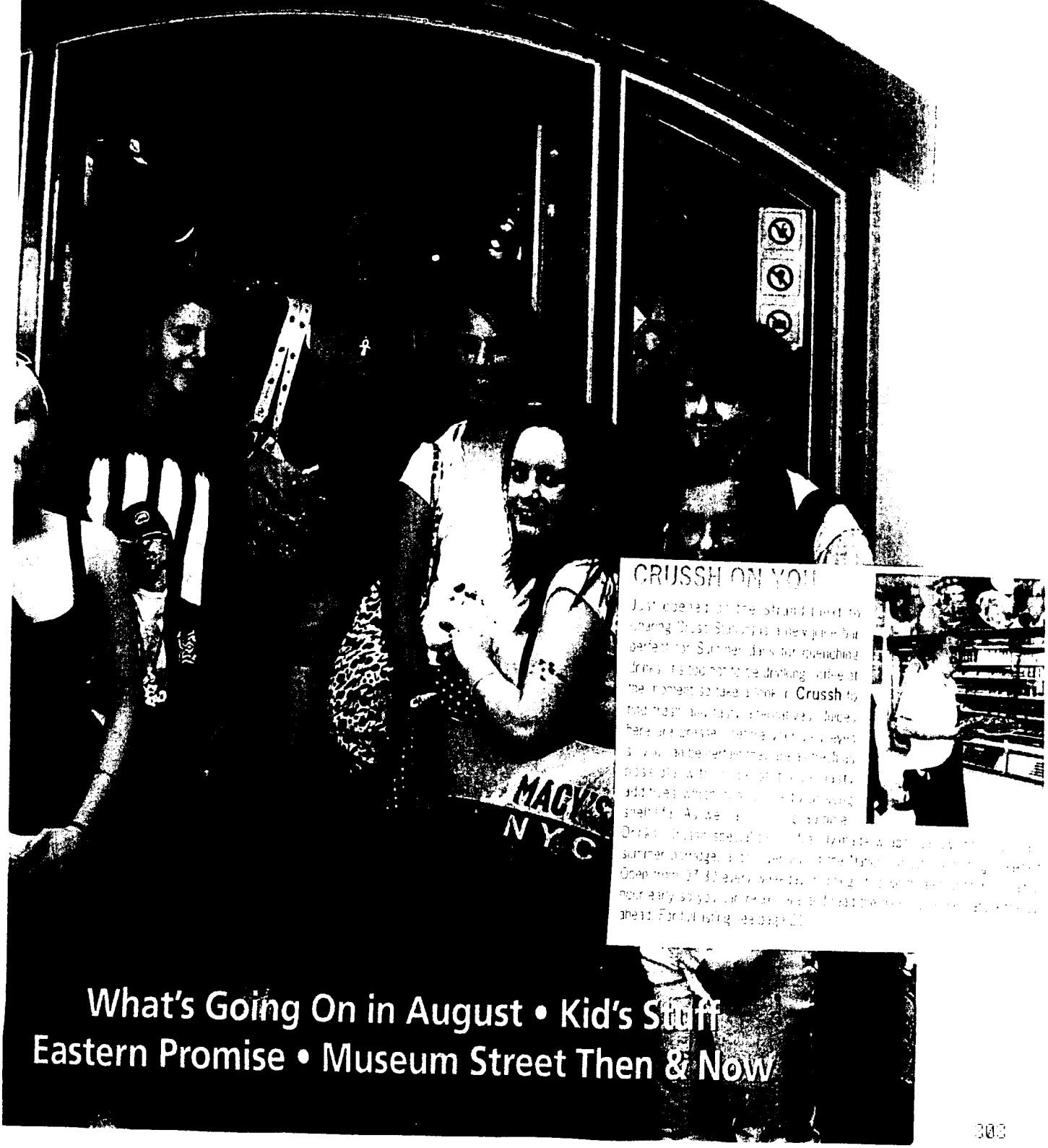
August 2006 • free magazine • map • guide



What's Going On in August • Kid's Stuff
Eastern Promise • Museum Street Then & Now

October 2006 • free magazine • map • guide

's Going On in October • Extreme
Way Forward • Kingsway Then &

CRUSSH
JUICE BAR

Crussh

garden

September 2006 • free magazine • map • guide

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JUICE IT ...
ENGLISH

A month of shorter days and blustery, wet weather, September is also traditional harvest time and there's no better season to head to your local markets. The British apple season has begun in earnest. Support British apple growers and pass on the bland overseas offerings available all year round in the supermarket. Give English Cox's Orange Pippins and Egremont Russets a try this autumn. Pears, apples and blackberries are all in season in September and taste far better picked from your local farm.

1/2 cup (small handful) of frozen blackberries; 1/2 cup of frozen blueberries; 1 pear; 1 apple

APPLES

PEARS

BLUEBERRIES

BLACKBERRIES

Why juice yourself? Visit your nearest Crussh juice bar and we'll make one for you. All seasonal juices are available in Crussh from September and throughout Autumn (or until the blackberries run out). Visit www.crussh.com for your nearest branch.

Health & Beauty

How many times have you heard the phrase 'a new year – a new you'? Well this year we will be introducing a brand new focus page on health and fitness; reviewing over the year all of the latest keep fit concepts, technology and healthy habits to make sure that you find a fitness regime that suits you. So whether you're on a fat burning mission or you've got down to the shape you desire and just want to keep it that way with some shapely toning exercises, we will find the workout for you.

Cherry Martin

If you're like me and you want to burn quite a few calories whilst paying particular attention to your thighs, spinning is for you.

Spinning has been around for a while but it has suddenly swept London within the past two years and is now a leading factor according to fitness first and fitsportlife many people when joining a gym.

I think that everyone over-hate the exercise bike and I struggle to keep my concentration [illegible] longer than 15 minutes so the idea of choosing to do a high powered class of it for an hour was definitely my version of worst. However after staring in disbelief at my former slightly chubby friend's legs which she had whittled into shape in seemingly no time at all I bucked myself into a class at my local club. I peered anxiously through the door at 30 spinning enthusiasts spinning their legs around at the speed of light as if they had been hour that way.

After throwing away the nervous arguments in my head of 'I'm a woman – I am meant to have big thighs' marched in.

The instructor came straight over and welcomed me to the class and showed me how to use and adjust the spinning bike to my level. Keeping the handle bars quite high. Once seated I studied the resistance dial immediately in front of me. All my fears of not being able to physically keep up with the class went out of the window as the instructor explained that the level of resistance was totally up to me throughout the class. Obviously they push you to do your best but you can tailor the class to work your muscles as hard or soft as you want.

The bike itself is nothing like a regular exercise bike found in the CV section of your gym. With little or no resistance it feels as though you are pedalling air around and I sat there introducing my legs to the feeling and getting my balance on the saddle.

With a finger on the 'play' button the class began.

A full body warm up whilst on the bike ensured that no one pulled any muscles during the class.

What followed for the next 45 minutes was one of the best workouts I have had in a long time.

Spinning classes revolve around the music played and you alter the resistance on your bike and pedal in time to the beat of the music as told by the instructor. The instructor will alter the moods of the music from upbeat music where you 'sprint' – spin your legs round as fast as you can on a moderate resistance with your head down and hands on the front of the handle bars to moody bass music for 'hill climbs'. The songs normally last for a maximum of five minutes (unless the cunning instructor has chosen the 7 minute long dance remix version!). Despite the groans of anticipation going around the class the hill climb was the particular exercise I enjoyed the most. We were told to turn the resistance dial three whole turns – when you do this it is incredibly hard to turn the pedals whilst seated so you all stand up on the pedals and shift your weight from side to side on each leg to slowly turn them round. This really works to tone the thighs. There is a short break between most songs which enables you to take a much needed swig from your water bottle.

On reflection the thing that initially put me off going to these spinning classes was purely the thought of sitting on a bike and pedalling solidly for an hour. This is not the case. Spinning works because it is broken up entirely into five minute segments to work out your whole body with different sections for different areas. I have since been to several spinning classes and the one thing which remains the same is the friendliness and energy of the instructors which inspires you to keep pedalling when you've set yourself a high resistance target. The classes tend to be quite lively and you will find yourself singing along to the music as you sweat. It is a fantastic way to get your legs into miniskirt knockout condition or if you are a mountain biker or a wannabe triathlon star works as excellent training to build up strength.

Classes range between £5-£8 or may be included within various gym memberships. If you are serious about spinning I would recommend investing in your own gel saddle cover to make the seat a little less pointy on the old bottom.

Crussh, London's leading juice bars, have carefully created the ultimate in de-toxing juices that mixes fresh kiwi and organic apples with a twist of cooling cucumber with iron rich spinach. This great tasting juice will boost your body with antioxidants and vitamins.

The Green Goddess is only part of the wide selection of tasty de-toxers on offer. If you are going the whole hog to cleanse your body then why not go for the Daddy of De-tox? This contains a superb selection of organic carrots, fresh orange and beetroot all rich in vitamins and minerals to rid you of nasty toxins.

Daddy of De-tox

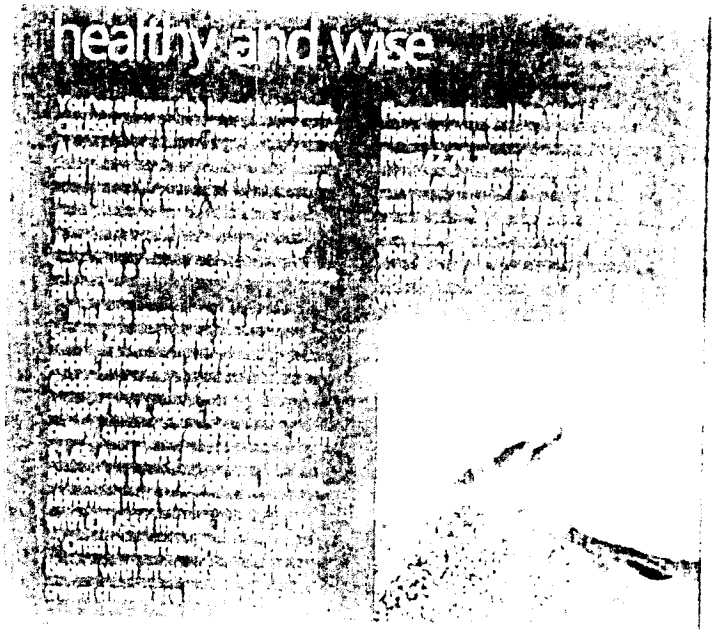
TO ADVERTISE IN NEXT WEEK'S HEALTH AND BEAUTY FEATURE TELEPHONE: 0870 750 1799

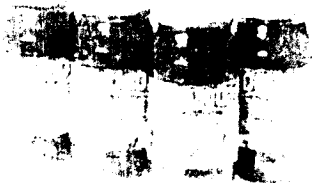
BBC

let's eat

Jill Cox will be dining in

healthy and wise





match

WIN WIN WIN!

HELLO! TRIVIA GAME

Based on the original celebrity magazine, HELLO!, this new trivia quiz game will have players wracking their brains to remember the news, views and celebrity issues from the year the magazine launched to the present day. We've got 10 copies worth £19.99 each to give away so if you think you are the queen of royalty or the biggest Beckham buff, answer this question for your chance to win: Who bedecked Elizabeth Hurley in safety pins for the première of Four Weddings And A Funeral?

A) Vivienne Westwood
B) Giorgio Armani
C) Gianni Versace

Answers to competition@addlib.co.uk

For more info or stockist details go to hellomagazine.com

BRITNEY STUFF

To celebrate our Britney Spears interview, we've got 10 Britney merchandise sets to give away. Each set includes a T-shirt, badge, poster and a special limited edition CD of Britney's Greatest Hits album which includes all her most famous songs such as Baby One More Time, Oops! I Did It Again, Toxic and I'm A Slave 4 U. For your chance to win, answer the following question: What's the name of Britney's husband? (See page 14.) Answers to competition@addlib.co.uk

GROOVE ARMADA

Groove Armada The Best Of includes all the tracks that have made the group one of the most important British acts of the last decade, including At The River, I See You Baby, My Friend and Superstylin. For your chance to win, answer the following question: How many copies of Groove Armada's debut album, Vertigo, did Elton John buy? (See page 25.) Answers to competition@addlib.co.uk

FREE SOUP AT CRUSSH

As well as its fabulously fruity range of organic smoothies and juices, leading London juice bar Crussh, has developed the most extensive soup range on offer in London this winter, with more than thirty recipes made from the finest ingredients rotated daily. Crussh is offering all Add Lib readers a free soup from its classic soup range. Choose from wholesome and delicious varieties such as Carrot, Coriander & Orange, Pea & Mint or Chunky Bombay Potato. To claim your free medium soup, just present this magazine at your nearest Crussh store.

Crussh has twelve stores across London. For a full list, go to crussh.com. Offer ends 31 March 2004.

I ♥ BRITNEY

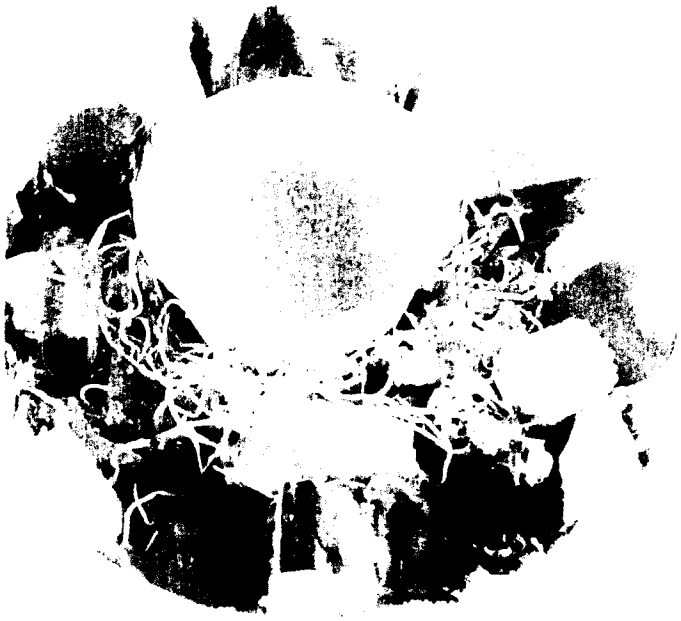
I ♥ BRITNEY

I ♥ BRITNEY

I ♥ BRITNEY

High-street snacks tried and tasted!

If you're out and about, grabbing a tasty snack that suits your food allergy or intolerance, can be rather hit and miss. That's why we've put to the test six allergy-friendly high-street snacks to find out whether they really do taste as good as they sound. WORDS: FAYE ROWE



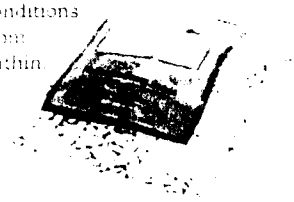
Contains

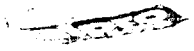
Suitable for

The taste test

Highly recommended

Nature's Harvest Hulled sunflower seeds from Holland & Barrett, 55p for 125g, are great for treating dry skin conditions from within.





Alpro soya's dairy free raspberry and vanilla flavour yogurt with added calcium

Organic Almond and Bliss Cake

4

Free entry into the h

NEWS SPORT FILM CULTURE HOMES CARS LIFE MONEY BROADBAND HISTORY LEARNING SCIENCE HEALTH

BIG BROTHER

HOME
NEWS
LATEST VIDEOS
LATEST PICTURES
NOMINATIONS
BB ON YOUR MOBILE
PLAY BET WIN
BBLB
COMMUNITY
TOUR OF THE HOUSE
Suppliers

endemol

The best new music

EXTRAS
When's it on TV
Shop
Help
Contact

KEY TO CLIPS
Unmissable
Moment Clip
Series/24-Hour
Pass Clip

Task Suppliers - Week 3

Day 21

Barska
A vision of innovation
tel: 0116 234 4644
web: www.barska.com

Bodypower Sports Plc
Task supplier of sporting equipment
tel: 0800 783 4506
web: www.fitness-superstore.co.uk
email: sales@bodypower.co.uk

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The Boots online Shop is open 24 hours a day, 7 days a week. Choose from over 15,000 products and delivery options which include next-day and Saturday services OR get FREE standard delivery when you spend £40 or more
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Coastal Fishing Supplies Inc Pro-Tec Nets
No. 1 UK-based manufacturer and supplier of all types of nets and netting - fishing nets, construction nets and sports perimeter netting - whatever type of netting you require we can design, manufacture, supply and install it
tel: 01308 427 885
web: www.netmanufacturers.co.uk
email: enquiries@netmanufacturers.co.uk

Crussh Juice Bars
London's leading juice and healthy eating company
tel: 0207 499 6284
web: www.crussh.com
email: info@crussh.com

MrFlag.com
The biggest online flag shop in the world. Every kind of flag imaginable for movies, reality shows, current affairs, dramas and direct to the public with just a click of a button. For people with wind all over the world
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January 2005 www.growthbusiness.co.uk

entury Stars

Phenomenal sales growth, a healthy increase in profits, product innovation and loyal staff are just some of the reasons why the following businesses stand out from the crowd. The *Business XL* team identifies the 50 best companies in the UK today

21st Century Stars

Crussh

Careforce Group

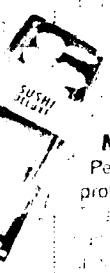
IntY

Can your really hel

These lunchtime products may seem slimmer-friendly – but are they? Our expert, nutritionist Ingrid Haitink*, gives her verdict…

Crussh Fat Burner Smoothie, £3.90
Per smoothie (450g)
351 cals, 8.1g protein,
70.2g carbs, 4.9g fat

Fresh! Gourmet Organics Bugsy with Organic Carrot, Houmous, Watercress & Alfalfa Sprouts, £1.90
Per sandwich (195g)
296 cals, 11.3g protein,
47.3g carbs, 7.1g fat



Pret a Manger Sushi Deluxe Toku-Jyo Set, £4.95
Per pack (235g):
418kcal, 16.3g protein,
73.5g carbs, 6.6g fat

Superdrug Slender Plan Chocolate and Hazelnut Meal Bar, £3.39 for three
Per bar (65g): 250 cals, 15.7g protein, 26.7g carbs, 7.1g fat

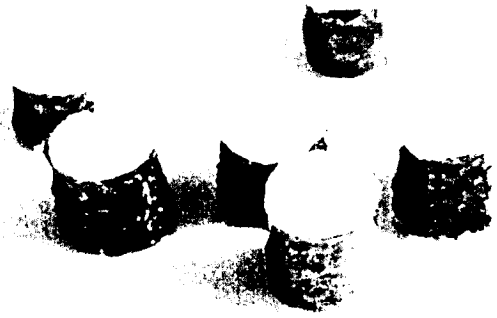


FIGURE-FRIENDLY CHOCOLATE A normal 62.5g Mars Bar contains 280 calories and

KIT KAT LOW CARB
79p. Per bar (21g): 92 cals, 6.6g fat, 4g net carbs

9/10

LIM-FAST CHOCOLATE PEANUT BAR
£3.29 for 6. Per bar (26g): 99 cals, 3.4g fat. Great if you have a weakness for Snickers – tastes [illegible] chocolate's [illegible] tester

6/10

GREEN & BLACK'S ORGANIC CHOCOLATE
50p. Per bar (20g): 115 cals, 8.1g fat. Lower in sugar than milk chocolate and high in antioxidants. [illegible] bitter taste, but [illegible] used to it, said one tester

8/10

Real Belgium Chocolate
79p. Per bar (42g): 185 cals, 14.3g fat. [illegible] and [illegible] tester

4/10

43p. Per bar (23g): 92 cals, 2.3g fat

3/10

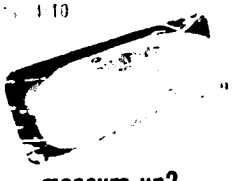
liet lunch you slim?

X-Carb Salmon Fillet in Lemon Dill Sauce with Julienne Carrots & Fine Green Beans, £3.49
Per pack (400g):
344 cals, 25.6g protein,
7.6g carbs, 23.6g fat

New Covent Garden Food Co Seasonal Soup – Mediterranean Vegetables and Puy Lentils, £1.95
Per carton (600g):
234 cals, 12.6g protein,
40.8g carbs, 2.4g fat

Atkins Gourmet Salad: Prawns & Poached Salmon, £3.49
Per pack (252g)
297 cals, 25g protein,
5g carbs, 20g fat

Boots Shapers Roast Chicken Salad Sub Roll, £2.40
Per sandwich (190g) 302 cals,
20g protein, 47g carbs, 3.6g fat.



g fat – how do these 'diet' chocolate alternat... measure up?

7/10

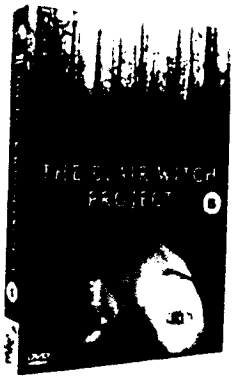
X-CARB AROUGAT
89p. Per bar (50g): 249 cals,
4g net carbs, 18.6g fat

ATKINS INDULGE
99p. Per bar (30g): 142 cals, 10.4g fat
"This is new. I imagine dog chocolate tastes," said a tester. Everyone said this made them feel sick. "It would only taste OK if you were on Atkins and absolutely desperate."

1/10

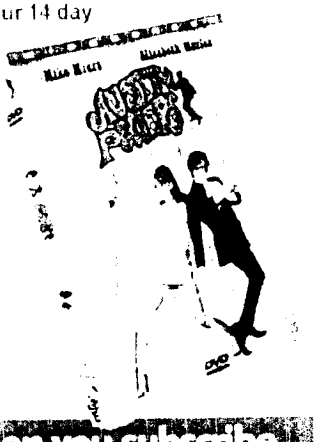
OUR BRAND NEW ONLINE DVD RENTAL SERVICE

14 DAY FREE TRIAL TO WE LOVE FILMS.COM



OUR NEW DVD RENTAL SERVICE
Here's your chance to get a 14 Day FREE TRIAL to our brand new DVD rental service welovefilms.com. It's the revolutionary way to rent your favourite DVDs and it's so easy to use! Welovefilms.com allows you to rent DVDs from the comfort of your own home. Just think – no more trips to the video store, no more due dates, no more late fees AND it's all covered in a one-off monthly fee. Our great new service is the smarter way to rent DVDs so take advantage now and visit www.welovefilms.com for more details and your 14 day free trial.

Welovefilms.com lets you:
- Choose from over 23,000 DVD titles
- Rent new releases, classics, independent films, TV series and more
- Pay one flat monthly fee
- Rent 3 DVDs at one time
- Keep your DVDs as long as you like – so no due dates
- Enjoy no hidden charges or late fees



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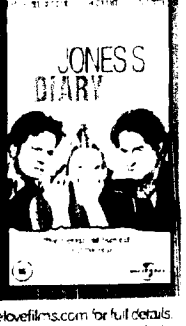

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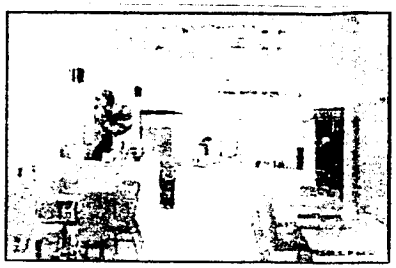
November 15th 2006 Issue 940

This week



Discover new fruits and the art of smoothie making at Crussh...

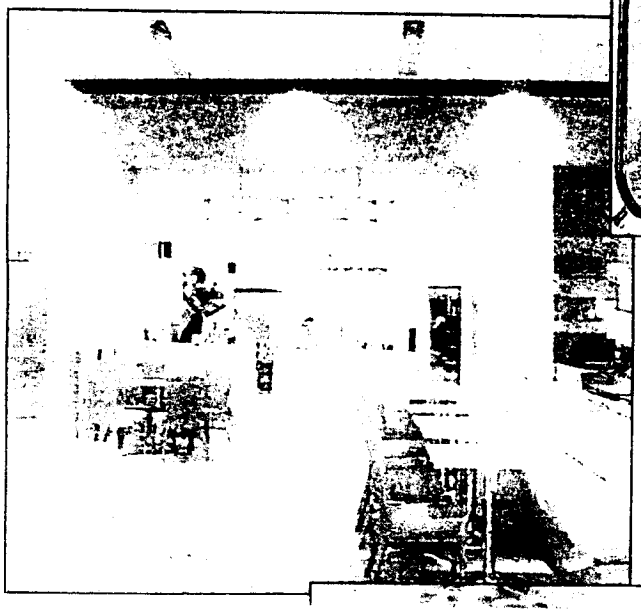
Got a Crussh?...

I had heard on the grapevine that Crussh has brought a new fruit to Britain and introduced it in the form of a smoothie, intrigued? So was I, so I went along one lunchtime to review it...

Cherry Martin

Crussh stands out with its bright citrus decor amidst all of the brown tones of the coffee houses making you feel fresher just walking in.

So after tearing myself away from the refined shops in Jubilee Place I strolled into Crussh and spent the next hour tasting all of the dishes on



well filled and chilled to perfection so that the bread still tastes like bread and not cardboard - It was cold outside and I fancied something warming. The 'soups and stews' menu looked inviting with classic, gourmet, chilli and organic all starting from £2.30. I chose one of my favourites, the old classic leek and potato. Cooked to perfection the bowl was filled with just the right

from fresh fruit and you can see it being made in front of you, they boast, in 90 seconds.

Their smoothies consist of fruit and either yoghurt (98 percent fat free) or soya milk and are around the £3 mark. They ooze freshness and I was spoilt for choice. After scouring the boards for 5 minutes I narrowed my choices down to 4 and couldn't resist trying each of them.

The first: 'Strawberry Cool' was sweet and rose thickly up the straw, the frozen yoghurt melting on your tongue with the fruit is a sensation that conjures up flavours reminiscent of summertime and is

which is various berries and a supplement from the US which increases your metabolism. Being a Thursday, I opted for the 'Brain Storm' to get me through to Friday. Summer once again in a cup and girly pink the fruit shocks your brain into fifth gear and I made a mental note to bring the editorial team here for ideas each week.

Healthy Tequila?

Although their display of desserts looked appetising I decided to fill what space I had left with a healthy Tequila shot. This is actually 1oz of pure, freshly squeezed wheatgrass in a shot glass, served with an apple to substitute the lime. I was slightly apprehensive about downing a shot that smelt like freshly cut grass but hey, cheers! Pleasantly surprised - it tastes really sweet. The best part about it is that one shot is the equivalent of 3lbs of vegetables. Better still as it hasn't been cooked, all of the nutrients are raw so you gain maximum benefit from it. One of Crussh's employees has one every day and her skin was glowing so if you're like me and have the best intentions but not the best will power when it comes to preparing vegetables this is the one for you.

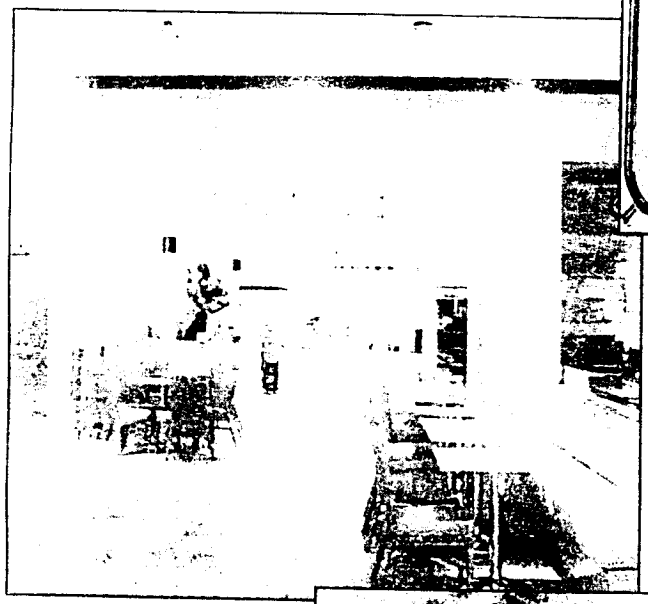
They have a full range of gluten free, wheat free, dairy free and vegetarian options which excel their competitors.

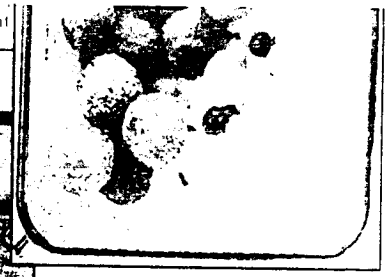
I am a big fan of customer service and attention to detail and I am happy to report that I was greeted with smiles and eye contact which was a refreshing change to the monotones experienced in so many of the other busy eateries here.

Crussh have achieved all of their goals and have single handedly destroyed the myth that healthy food is hard work. I will be returning tomorrow for my breakfast smoothie and porridge.... see you there!

tasting all of the dishes on

filled with just the right





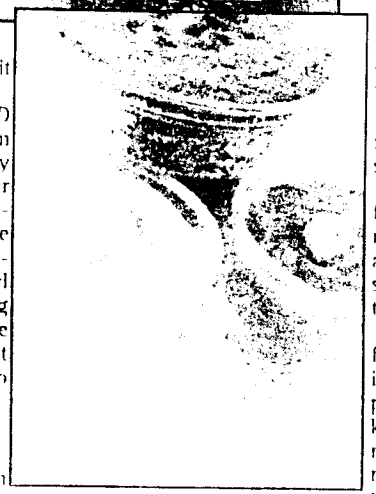
their fantastic menu.

Let me first fill you in a bit on Crussh...

It was first inspired by MD Chris who, whilst working in the City grew tired of only having the choice of coffee or more coffee and set about creating a different break time experience which would satisfy the tastebuds but would leave your senses feeling refreshed and inspired for the rest of the day, to the point where you can't wait to go back.

Fresh is the word

All of the food that Crussh sells is made on the day of serving it to ensure that it glows with freshness and the ingredients are the healthy version of everything, natural, organic, free range and tolerance friendly. Although the sandwiches looked tempting



amount of vegetables in there to fill you up.

Soup aside it was time to crack on with the exciting concept of finding my perfect drink. There are three main boards of ideas to stimulate you. All of them are made

percent fat free) or soya milk and are around the £3 mark. They ooze freshness and I was spoilt for choice. After scouring the boards for 5 minutes I narrowed my choices down to 4 and couldn't resist trying each of them.

The first, 'Strawberry Cool' was sweet and rose thickly up the straw, the frozen yoghurt melting on your tongue with the fruit is a sensation that conjures up flavours reminiscent of summertime and is good one to fight away those winter blues. 'Mango Madness' is a tropical smoothie which would be refreshing in the middle of a shopping spree.

'The Brazilian' was my favourite. This contains the new Acai berry and paw paw and is scrumptious with a suble spicy kick. You have to try this one!

Now these smoothies are fantastic as they are, however if you followed my advice on page 18 and are on a health kick or if you take supplements what easier and definitely tastier way to take them than to add them as a booster to your smoothie or juice? Choose from ginseng, spirulina, bee pollen, Echinacea, aloe vera and loads more.

If this wasn't enough, they also have a selection of super smoothies. I saw two women gulping down the 'Fat Burner'

Healthy Tequila?

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Crussh have achieved all their goals and have single handedly destroyed the myth that healthy food is hard work. I will be returning tomorrow for my breakfast smoothie and porridge.... see you there!

Book Now
for Xmas

...ies have stepped in where coffee bars ...tcoms left off – every City boy with a ...ss plan wants to squeeze the cash out ... **Gavanndra Hodge** meets the nice ...men trying to make a healthy fortune

Andrew Lamb

James Learmond
Crussh: juice bars

James Learmond, 38, was educated at Edinburgh University and went to work for the commercial property firm Hillier Parker. He launched his first juice bar, Crussh, in Cornhill in 1998 using £40,000 of his own money and a loan from the bank. There are now nine Crussh juice bars and three more are set to open this year. In the first year the turnover was £200,000; last year it was £2 million. James lives on a farm in Hertfordshire with his wife and two children.

When I was at Hillier Parker I was badly behaved. I used to stay out late, drink alcohol, eat badly. But during the day I wanted to be healthy. I didn't want to eat the food that was available, the fast food and burgers, but there was, if any, choice. I met a nutritionist who introduced me to juices and I felt so much healthier drinking them that I launched my own bar. It was never just about the smoothies. I wanted somewhere I could have lunch – that's why we sell healthy sandwiches, soups and salads as well.

In 1998 there were juice bars [illegible]

[illegible] Republic [illegible] market [illegible] [illegible] new business. [illegible] mark up [illegible] that great [illegible] so there's [illegible] mark up [illegible] strategic [illegible] But [illegible] that we have always [illegible] enough revenue to [illegible] We have made it work, but [illegible] a long haul. My [illegible] a Crussh bar on every [illegible]

Douglas Struthers
Frumba: juice bars

Douglas Struthers, 33, a Cambridge chemical engineering graduate, left his job at Unilever to found his chain of Frumbas in 1999, increasing his mortgage and finding investors among friends to amass a £100,000 start-up fund. Frumbas operate out of kiosks in shopping centres and health centres. By 2000 Struthers had opened eight kiosks but found that the fruit and nut bars he was selling alongside the smoothies were more popular than the juices. He has now shut down all but two of the kiosks and is concentrating on the Frum'boost bars. The turnover in the first year was £500,000; last year it was £1.5 million. Struthers lives in Oxfordshire with his wife.

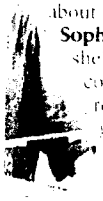
I was working for Unilever setting up a chain of tea shops. I was enjoying myself but was irritated that I was working so hard for someone else. I was interested in starting a juice bar because five years ago it wasn't really being done, and because even then healthy eating was such a big issue. My idea was to do for smoothies what Starbucks had done for coffee. The problem, I soon realised, was that smoothies aren't coffee. Not everyone wants them all the time. The kiosks had to be in busy locations to be profitable [illegible]

[illegible] for something to sell alongside the juices. But everything health tasted appalling and everything tasty was unhealthy. I enlisted the help of a chef and a nutritionist and the Frum'boost bar was [illegible] contains fruit and nuts and [illegible] health ingredients such as [illegible] biloba and echinacea. Soon [illegible] Frum'boost was selling more than the drinks, then we started selling them in other outlets such as WHSmith. The smoothies [illegible] more profitable but we [illegible] 200 a day in contrast to the thousands of Frum'boost bars we were selling daily. [illegible] thing to do was to wind up the juice bars and concentrate on the Frum'boosts. I never intended to get into the cereal-bar market, but I didn't have the resources to make both work. Juice bars just don't have the scalability of coffee.

WILLIAM SITWELL IS THE

2005

2005 is a year when the **great food writers** will come to prominence. I'm talking about the likes of **Sophie Grigson** (left) she's knowledgeable, commands serious respect and I guarantee you'll be seeing a lot more of her



Finally, after years of **watching people cook on our screens**, the British look like they might start to ear own fingers dirty. This promises to be a boom time **people running cooking ses**. So if your other half it's weird to put on on, tell them e wrong.

Amid the **plethora of restaurant guides** that are available to mers, one will finally bove the others. Each ry, when it's published, **elin** gets its fair share ractors but it's still the al and the best.

A move against cheap food will sweep the nation. Food writer **Prince** is ured to be shing her itive book laims it hange the ou shop and eat forever rently, she'll argue that **should spend more on -quality produce** that will nger and make you savings is her publishers received the manuscript and doubled the print order.

One man to watch is **Ian Pengelley** (left). Born in Hong Kong, he trained in China, Thailand and pore before landing a job **first head chef of E&O**. month he opens **Pengelley's** restaurant and bar on the site of Monte's. It promises great things.

It's time for an **end to stacking**. I'm talking poncey towers of food that show the chef has had his fingers all over what you're about to eat. **Flavour not appearance** is what will be important.

Having struggled both financially and critically, **Mourad Mazouz's** (above) **extravagant Sketch** on Conduit Street now looks set to stay and become an institution. 'He no longer looks like he's on Death Row,' reports a friend of his, describing him as 'more philanthropist than restaurateur. This will be his year of glory.'

Every year **a new vodka** tries to squeeze its way into the crowded cocktail market and 2005's budding wannabe is **Snow Queen**. Punters will love its dodgy Russian mafia image – it's from **Kazakhstan** – and funky bars such as Aura and Momo are already stocking the stuff.

Tom Conran is betting on a new love for **British Thirties-style** entertainment in 2005 with the introduction of monthly dinner dances and a bi-annual **Stomp at his Bluebird Dining Rooms** (above). There will be 40-piece swing bands and tame striptease, but God help us if men start growing pencil moustaches.

This year's **healthy food trends** will veer towards good alternatives to cream and deep-fried food. Word is that, in May, cookery writer **Jill Dupleix** (right) is planning to publish *Good Cooking: the New Essentials* which promises food that will leave you satisfied but not guilty.

Patrick Kielty's sofa supper

The 33-year-old stand-up comedian and presenter of shows such as *Fame Academy* comes from Belfast and now lives off the King's Road in Chelsea. 'When I'm in on my own I cook quite basically but if there's company I can put on quite a mean spread,' he says. 'After all, a man has to make an effort. I'm out quite a lot but I have a telly supper now and again.'
Who's on the sofa? I prefer to have my telly suppers on my own – no one to fight for the remote control.
What's on the menu? Baked potato with chilli, grilled chicken breast in a mushroom sauce and vegetables.
Pudding? Now that I'm over 30 I have to decide either to drink or have pudding. And because I'm Irish I tend to forget about the pudding and continue with the alcohol.
And to drink? Hpnotiq (a tropical fruit liqueur with vodka and Cognac) with ice, and posh water, Evian.
What's on the box? *24* on DVD or maybe the comedian Chris Rock on video. He's the funniest man on the planet.

On the grid: DETOX DRINKS

	APPEARANCE	TASTE	EFFICACY
[illegible] £1.69 (250ml) (020 8600 3939)	★★★★	★★★★	★★
[illegible] £1.58 (330ml) (020 7368 1623)	★★★	★★★	★★
[illegible] £2.50 (340ml) (www.crush.com)	★	★★	★★★★

Compiled by Annie Deakin

I can't eat anything without my sunglasses on

Calista Flockhart's blind tasting clearly keeps her trim

WILLIAM SITWELL IS THE

Restaurant bites

Staff from **Kensington Place** and **Le Caprice** were left gnashing their teeth at last week's ***Tatler* Restaurant Awards** when the prize for old-timers (Most Consistently Excellent Restaurant) went to **Henry Harris** for his French restaurant **Racine**. 'It's only been open two years,' moaned one. 'It just feels like it's been around forever.'

Sophie Conran, scion of the great family and maker of pies, has fulfilled a private ambition. 'Her father, **Sir Terence**, has paid her the ultimate compliment by asking for her pies to be stocked at his City restaurant, **The Royal Exchange** (above),' reveals my boy in the pie kitchen. 'He says he loves them,' confirms Sophie, who hopes the menu will soon feature pies such as pork and prune with apple mash.

Burly Northerner **Mark Broadbent** (left), chef of **Bluebird Dining Rooms**, is recovering from what a diner describes as an 'ugly incident' at his restaurant last week. 'He was confronted by an upper-class lady with big hair who was determined to order off-menu,' the diner explains. 'She demanded he cook her a **Lancashire hotpot** and then insisted on showing him how. This sort of thing doesn't happen up North and he looked very shaken.'

Word reaches Food Spy that the life of the late exuberant restaurant PR **Alan Crompton-Batt** (left) is to be immortalised in film. 'His life in the crazy world of restaurants would make a great feature,' a movie exec tells Food Spy. 'And the perfect person to play him would be **Rhys Ifans** who could do for Alan what he did for Peter Cook.'

The next big thing...

Mark Jankel, chef of the Notting Hill Brasserie, predicts...

'The organic food movement has developed from something that was novel and fashionable to a way of life for a new generation. We should now take advantage of the spirit of the organic movement and allow ourselves to be inspired by local and seasonal produce. More and more people today are buying from farmers' markets and using box schemes and it is a very positive way forward.'

William Sitwell is editor of Waitrose Food Illustrated (e-mail: foodspy@jbcp.co.uk)

Antonio Carluccio's sofa supper

Twinkly-eyed Italian chef Antonio Carluccio lives in Fulham with his wife Priscilla, sister of Sir Terence Conran. The chef/patron of The Neal Street Restaurant and Carluccio delis admits that 'generally I don't like eating on the sofa because food is too important and has to be eaten in a comfortable position. I clearly don't descend from the Roman Empire with its tradition of eating lying down.'

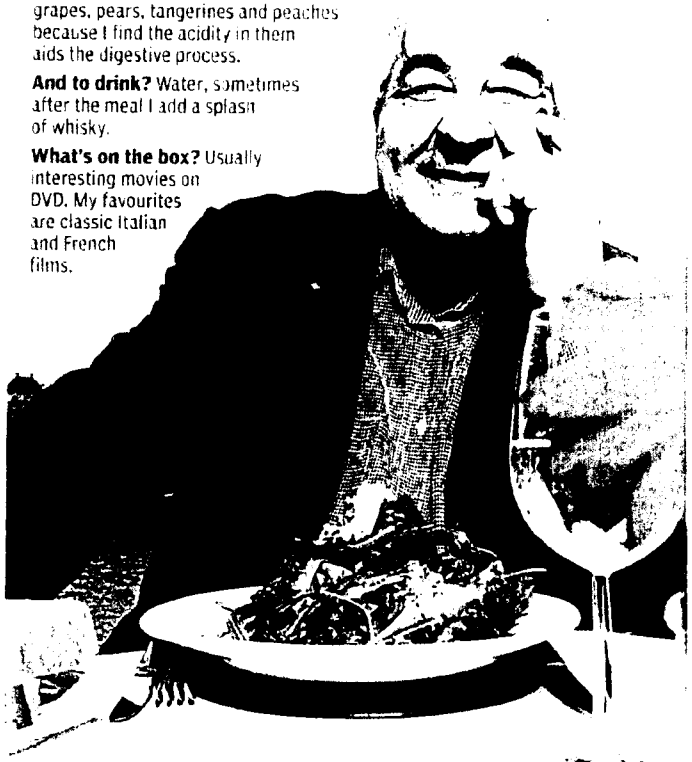
Who's on the sofa? My wife Priscilla.

What's on the menu? Minestrone soup made the day before served with a stream of extra virgin olive oil and pesto. We follow that with a Castelfranco – a form of radicchio salad dressed with extra virgin olive oil, lemon, salt and pepper, accompanied by mozzarella, Taleggio or Gorgonzola cheese and freshly baked walnut bread. All plundered from my deli.

Pudding? Lots of fresh, ripe fruit: grapes, pears, tangerines and peaches because I find the acidity in them aids the digestive process.

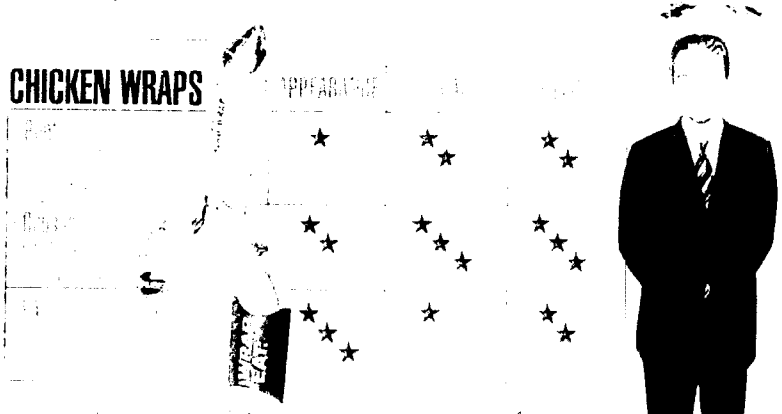
And to drink? Water, sometimes after the meal I add a splash of whisky.

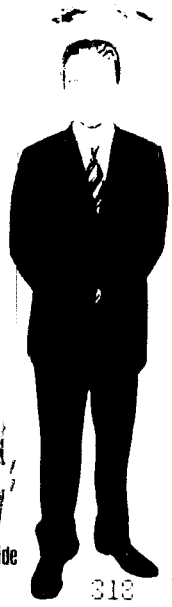
What's on the box? Usually interesting movies on DVD. My favourites are classic Italian and French films.



Barfly what's new on the party circuit

At the opening of Robert Mapplethorpe's exhibition at the Alison Jacques gallery, the pictures were so hot that everybody needed lots of cool drinks. Thankfully, there were litres of icy Ivan the Terrible vodka cocktails for guests, including Alice Temperley (left), who sipped a Tsartini: vodka, honey water, lemon juice and a dusting of cinnamon powder. *Nasdrovye!*





'I choose skirt steak, the thinnest, most unmanliest meat you could buy'

Leonardo DiCaprio is in touch with his feminine side

IGB Digital, James Pettekian

a healthy summe

ne forecast is for sunshine at last. Here, lex Hindhaugh gives some innovative os to help you make the most of it

o out in the midday sun

Watch your wrist

Get stung by ew-season nettles

Don't go outside in early evening

Keep your eyes safe

Sling out the sausages

Wet your hair BEFORE swimming

Swim in the sun and rain

Breakfast on summer porridge

Evening Standard

LONDON, MONDAY, 13 DECEMBER 2004 www.thisislondon.co.uk Incorporating THE EVENING NEWS 40p

Lo[illegible] tonight

All tonight's tickets available at the time of going to press

enjoy this ravishing, gothic musical of love and death. The real star of Andrew Lloyd Webber's musical remains director Harold Prince's magnificent staging. The Phantom's anthem is one of the composer's catchiest tunes.
Nick Curtis
0870 160 2878

[illegible]

Beach Club
6pm-1am, Notting Hill Arts Club, 21 Notting Hill Gate, W11. Free before 8pm, then £5. Tube: Notting Hill Gate
Despite its name, Beach Club is actually an eclectic, vodka-fuelled celebration of all things hip and scandinavian. A mish-mash of performance art and DJ sets, plus live sets from the Gothenburg Male Lucia Choir, Lager and the Travelling End. **RG**
020 7460 9960

[illegible]

Jerry Sadowitz
7.30pm, Soho Theatre, 21 Dean Street, W1. £12.50-£17.50. Tube: Tottenham Court Road
In his show, Card Tricks and Close-Up Magic, the confrontational Scottish comic (aka "the Glaswegian Gob"), below, tempers his bilious asides to concentrate on his prodigious

Tobe Hanson's infamous teen slasher is still utterly terrifying. Shown as part of the NFT's ongoing History of the Horror Film season. **RG**
020 7928 3232

COMPILED BY RICHARD GODWIN

[illegible]

Aladdin
From 17 December, Old Vic, 103 The Cut, SE1. £10-£35. Tube: Waterloo
"I've had enough of being a gay icon! I've had enough of all this hard work, because, since I came out, I keep getting all these parts... I want a quiet life."
So said Sir Ian McKellen, complaining about the deluge of work he received after exiting the closet. Accordingly, his latest role is one befitting the quiet integrity of a venerable theatrical knight. Widow Twankey in the Old Vic's festive panto, Aladdin.
But if anyone can play the dame and keep their dignity intact, it's Sir Ian (left, in rehearsal with co-star Maureen Lipman). A new version of the Arabian story, from the pens of Billie Brown and composer Gareth Valentine, this Aladdin looks set to be a major seasonal highlight.
One of the classiest pieces of Christmas cross-dressing.
Richard Godwin
0870 060 6628

[illegible]

Crussh
Various locations in the West End, City and Canary Wharf
Always a good spot to grab a quick, healthy pick-me-up, Crussh has just unveiled a new pre-tox range of soups, smoothies and salads to establish good habits before the Christmas party season truly kicks in. **RG**
020 7499 6284

[illegible]

KNOWLEDGE

Useful numbers to help you plan and survive a great night out

TICKET BOOKING AGENCIES
Ticketmaster 0870 534 4444
See Tickets 0115 912 9000
Keith Prowse 0870 840 1111

[illegible] CHAUFFEUR
Black cabs 0871 871 0871
Addison Lee 020 7387 8888

LONDON UNDERGROUND
Info 020 7222 1234

RAILWAYS
Info 08457 48 49 50

ready to take on briefing staff before you go means less work on your

23 July

6 September

Cotton: conflict of interest

Cotton resigns ICC post over Excel position

Horgan leaves NEC as Morris takes charge

By Abigail Wills

Horgan: 'a difficult job'

Ops Direct to run Quantum exhibition trio

EVA proposes prize scheme for UK venues

Greetham moves to Telford

Greetham: huge potential at TIC

Crissh, on Earls Court menu

Rival London sites revamp catering offer

p p52
u Ltd p48
ngs (Europe) p51

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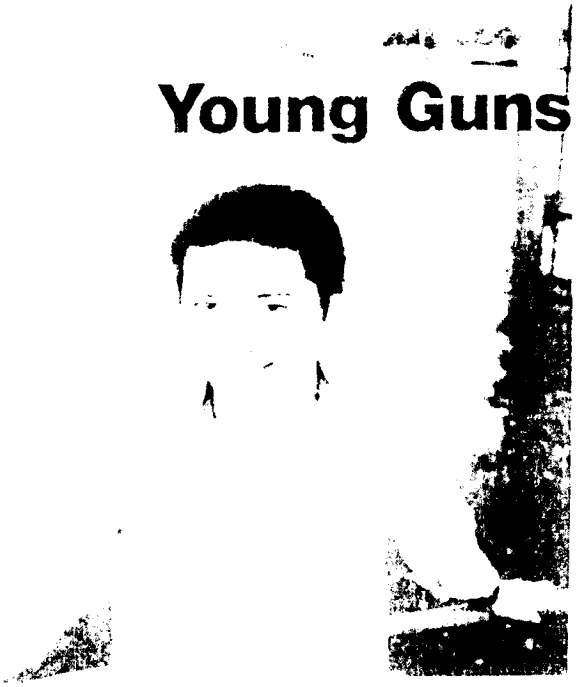
Young Guns



CLASS OF 2003: *One year on*

Adam Balon
Age: 32
Company: Innocent Drinks
Focus: Smoothie making

Young Guns

Letters/emails

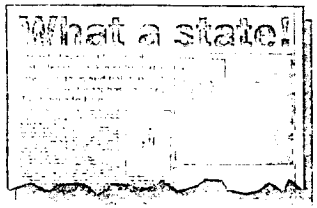
We have done so much work

WE REFUTE much of what was claimed in Jenny Engstrom's article (*What a state!*, *February 17*).

The condition of Dalgarno Gardens is pretty good. There are individual repair problems but none that you would not find on any estate over 50 years old and we are not aware of any particular widespread issues.

We spend approx £100k in reactive maintenance and more than £50k in servicing the estate every year. Over the last 10 years Peabody has invested £5.6m on installing central heating, double glazing, upgrading lifts, renewing roofs and improving the landscaping at Dalgarno Gardens estate. And we are assiduous in ensuring we carry out annual gas safety checks.

Peabody Trust is involved in the Dalgarno Partnership, which is a


What a state!

Times, February 16

Tasty: Stella Lui celebrates her win with Hausicaa, Imma and Jo Maer from Crussh

Stella wins detox juice for a year

A BBC employee has won the right to a daily juice for the rest of this year.

Stella Lui, 27, will be able to drink a Green Goddess every day until New Year's Eve.

The new detox juice is made up of kiwi, pear, apple, lime, celery, cucumber and spinach.

Ms Lui, who works in the strategy department of the BBC in White City, won the competition organised by Crussh juice bars on February 2. She was presented with her prize at the Wood Lane Crussh bar last week.

Our View

SO MANY views have been expressed about the impact of the 2012 Olympics coming to London, it is hard to fathom the truth.

Our own columnist Edward Case is, at best, rather lukewarm about the concept (see page 16). But then his views are not neccessarily those of this newspaper.

It seems that different parts of London will feel the results in different ways.

Wembley Stadium will have hosted its sixth FA Cup Final by the time anyone ever got around to playing Olympic matches there and the changes to the transport infrastructure in Wembley will seem a thing of the past.

The prospect of two temporary stands going up in Horse Guards

Health & Beauty

How many times have you heard the phrase 'a new year – a new you'? Well this year we will be introducing a brand new focus page on health and fitness; reviewing over the year all of the latest keep fit concepts, technology and healthy habits to make sure that you find a fitness regime that suits you. So whether you're on a fat burning mission or you've got down to the shape you desire and just want to keep it that way with some shapely toning exercises, we will find the workout for you.

Cherry Martin

If you're like me and you want to burn quite a few calories whilst paying particular attention to your thighs, spinning is for you.

Spinning has been around for a while but it has suddenly swept London within the past two years and is now a deciding factor for attending a fitness class and especially for many people when joining a gym.

I think that you either love or hate the exercise bike and I struggle to keep my motivation on it for longer than 10 minutes, so the idea of choosing to do a high powered class of it for an hour was definitely my version of Everest. However after seeing my friend's former sightly chubby friend's legs which she had whittled into shape it seemingly no time at all I bounced myself into a class at my local club. I peer anxiously through the door at 12 spinning enthusiasts spinning their legs around at the speed of light as if they had been doing that way.

After throwing away my nervous arguments in my head I hop a women and I am meant to save my thighs. I marched in.

The instructor came straight over and welcomed me to the class and showed me how to use and adjust the spinning bike to my level, keeping the handle bars quite high. Once scared I studied the resistance dial immediately in front of me. All my fears of not being able to physically keep up with the class went out of the window as the instructor explained that the level of resistance was totally up to me throughout the class. Obviously they push you to do your best but you can tailor the class to work your muscles as hard or soft as you want.

The bike itself is nothing like a regular exercise bike found in the TV section of your gym. With little or no resistance it feels as though you are pedalling air around and I sat there introducing my legs to the feeling and getting my balance on the saddle.

With a finger on the play button the class began.

A full body warm up whilst on the bike ensured that no one pulled any muscles during the class.

What followed for the next 70 minutes was one of the best workouts I have had in a long time.

Spinning classes revolve around the music played and you alter the resistance on your bike and pedal in time to the beat of the music as told by the instructor. The instructor will alter the moods of the music from upbeat music where you sprint – spin your legs round as fast as you can on a moderate resistance with your head down and hands on the front of the handle bars to moody bass music for hill climbs. The songs normally last for a maximum of five minutes (unless the cunning instructor has chosen the 7 minute long dance remix version!). Despite the groans of anticipation going around the class the hill climb was the particular exercise I enjoyed the most. We were told to turn the resistance dial three whole turns – when you do this it is incredibly hard to turn the pedals whilst seated so you all stand up on the pedals and shift your weight from side to side on each leg to slowly turn them round. This really works to tone the thighs. There is a short break between most songs which enables you to take a much needed swig from your water bottle.

On reflection the thing that initially put me off going to these spinning classes was purely the thought of sitting on a bike and pedalling soundly for an hour. This is not the case – spinning works because it is broken up entirely into five minute segments to work out your whole body with different sections for different areas. I have since been to several spinning classes and the one thing which remains the same is the friendliness and energy of the instructors which inspires you to keep pedalling when you've set yourself a high resistance target. The classes tend to be quite lively and you will find yourself singing along to the music as you sweat. It is a fantastic way to get your legs into munskin knockout condition or if you are a mountain biker or a wannabe triathlon star works as excellent training to build up strength.

Classes range between £5-£8 or may be included within various gym memberships. If you are serious about spinning I would recommend investing in your own gel saddle cover to make the seat a little less pointy on the old bottom.

Crussh, London's leading juice bars, have carefully created the ultimate in de-toxing juices that mixes fresh kiwi and organic apples with a twist of cooling cucumber with iron-rich spinach. This great tasting juice will boost your body with antioxidants and vitamins.

The Green Goddess is only part of the wide selection of tasty de-toxers on offer. If you are going the whole hog to cleanse your body then why not go for the Daddy of De-tox? This contains a superb selection of organic carrots, fresh orange and beetroot, all rich in vitamins and minerals to rid you of nasty toxins.

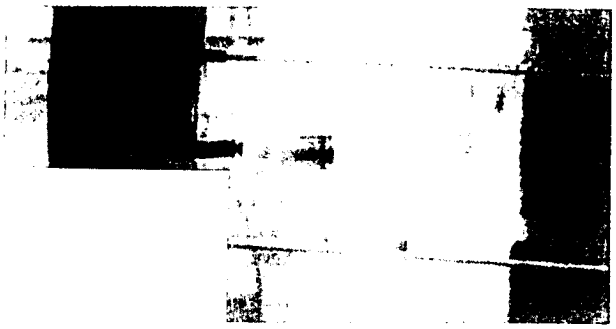
Daddy of De-tox

TO ADVERTISE IN NEXT WEEK'S HEALTH AND BEAUTY FEATURE TELEPHONE: 0870 750 1799

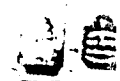
Bright lights, full stomach

Faced with some fun but silly lights, *Mel Allwood* discovers that they're no joke. Then she pedals off for a breakfast fit for a London cyclist

Tirefly
[illegible] Recreation
01139 736222 www.recreationplc.com/ridelt.html



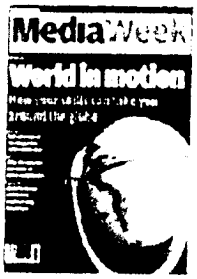
Crussh
[illegible] London [illegible]
smoothies from [illegible] porridge from [illegible]
020 7[illegible] 623[illegible] www.crussh.com



Marketing

www.brandrepublic.com

Haymarket adds Media Week to business line-up



Adidas three stripes ban puts global deals at risk

Capital axes Party in the Park after Ge

FAST FOOD

Quick bites for busy urbanites

■ The Quality Chop House is now open for breakfast Mon-Fri 7.30am-10am. Anyone not tempted by Greek yoghurt, will doubtless turn to the St George's breakfast – two eggs, grilled lamb chop, calves' liver, black pudding, back bacon, sausage, lamb's kidney, mushroom and tomato, £17.50. Mid-morning snooze essential. The Quality Chop House, 92-94 Farringdon Road, EC1 (020-7837 5093)

■ This summer's healthiest smoothie will be the Brazilian made with the wonder berry, açaí, prized for its high levels of anthocyanins. It is available at all London branches of Crussh. A medium is £2.80, the large £3.90.

[illegible] opening of the third and largest Busaba Eathai, 170 Sloane Street, Selfridges. Expect the same mouthfuls, good value. The food and reservations are stocking, Busaba Eathai, 5-23 Island Street, W1 (020-7313 8090)

■ Weather permitting there is a barbecue every day at Marda Vale's contained oasis, the Waterway. Chef Tomas Jilmark adds finesse to good thing like perch fillets and mackerel. Waterway, 54 Formosa Street, W9 (020-7266 3570).

■ Deliverance, the food delivery service, has added a Japanese menu to its range of cuisines. Packaging has perked up with artists hired to do work specific to each menu. Even the lids look like collector's items. Tel: 0800 019 1111 or visit www.deliverance.co.uk.

STOT

76 Paul Street, EC2
(020-7729 9270)
Dinner for two with wine, £75

muddied the flavours. Carpaccio of beef was too thickly sliced and the meat swamped in oil. I wanted something light to start, but the fried zucchini flowers stuffed with cheese and pine nuts were not the light, pretty blooms I had ordered but soggy and collapsed into something that tasted good, but for stodgy, deep-fried reasons.

The next course was better. Pata negra (acorn fed) pork cheeks braised with morcilla (spicy black pudding) and rioja were dark and musky, unlike any pork I have ever tasted. Barbecued chicken in allspice and ginger was tender and crispy in the right places and had fatty skin and full-flavoured flesh to support those warm spices. The barbecuing was spot-on. A piece of tuna was perfectly seared and slightly fatty so that it was warmer and less metallic in the mouth.

We set about the puddings and cheese like we were hungry, when, in fact, they were just irresistible. We had chocolate fondant with ricotta ice cream, meringues with cardamom mascarpone and raw wild raspberries, and two stellar cheeses – sharp, nutty manchego and a mild but complex blue, picos de Europa. There are some crass touches here – a heavy hand with the oil, some clumsy combinations but largely The Princess serves unique food that works.

We visit London's specialist food shops. This week: OILS, [illegible]

■ At Vom Fass you can bring a bottle and buy draught olive oil. It works out a little cheaper. Vinegars and spirits are also sold on the same basis. The main branch is near Chorley Wood Tube, near the end of the Metropolitan line. More central branches are found at Selfridges (020-7318 3602) and Harrods (020-7730 1234). Vom Fass, 21 High Street, Chalfont St Giles, Bucks (08707 500 0620).

■ Most of the lines at Harvey Nichols's Fifth Floor are notable for their stylish packaging, and the olive oil certainly looks elegant. Look out for the Extra Virgin Greek oils – particularly [illegible] Fifth Floor, Harvey Nichols, 109-125 Knightsbridge, SW1 (020-7235 5000).

■ Stocks a Spanish delicatessen in the Portobello Road. They have some very good, branded Spanish olive oils, and it's a pleasant shop for obscure foody treats. Gerry R. Garcia & Sons, 246-254 Portobello Road, W10 (020-7221 [illegible]).

■ Gazzano's [illegible] like a [illegible] for the nearby [illegible]. Having moved from the road, it remains a well stocked delicatessen with a selection of Italian olive oils ranging from straightforward to exquisite extra virgin. Gazzano's Ltd, 167 Farringdon Road, EC1 (020-7837 [illegible]). CC

179 JOBS INSIDE

MOVERS & SHAKERS

LUNCHBOXES

Make the best of your break with our dining suggestions. This week Larushka Ivan-Zadeh goes for pies

QUICK LUNCH

[illegible]

The Square Pie [illegible]

LONG LUNCH

[illegible] **Grand Cafe** [illegible]

CHEAP LUNCH

[illegible] **Manze's** [illegible]

DESK LUNCH

[illegible] **A Gold** [illegible]

EACH WEEK WE ASK A TOP LONDON BARMAN – OR BARGIRL [illegible] THE BEANS ON WHAT THEIR CUSTOMERS ARE DRINKING AND [illegible]

THIS WEEK: Paul McDonald [illegible] from Sydney. Paul is [illegible] 66 Trafalgar Square W.C.2. Tel [illegible] Tube: Charing Cross

What type of workers come to drink here?
Business people. We're a Scottish bar so they take one happy look at the vast whisky list and rub their hands with glee.

Just suits then?
Not at all. The other night I watched a gang of City advertising execs – real [illegible] shark types – bit it off with a group of 22-year-old South African backpackers who were scrambling together enough cash to buy a pint.

What do most people drink?
Whisky – neat or in cocktails. We've more than 150 malt whiskies and most customers want to try them.

Do women go for whisky, too?
Absolutely. Our Liquorice Whisky Sour is the most popular.

What else is on offer?
Our customers are adventurous when it comes to cocktails and I always give advice. If someone looks intimidated by the list and just orders a dry white wine, I might suggest a Lemon Fizzy (Ketel One Citroen, fresh lemon and Cointreau topped with Prosecco).

So, is this more the kind of bar you'd schmooze top-end clients rather than hang out in after work?
We're new, so I've noticed people bring in their bosses to impress. But there's an area for everyone: a hi-tech boardroom on the upper level for business meetings, high-end dining on the mezzanine and a laid-back bar on the ground floor. Office girls [illegible] cocktail lounge.

Paul: Trained expert in whiskies

Why?
It might be because we [illegible] TVs and sound systems, or because [illegible] see up the barmen's kilts as [illegible]

Have you known of any deals that were clinched at the bar?
Only my own. The other [illegible] in here celebrating and I [illegible] order the Dalmore 50-year-old [illegible] a shot.

OFFICE TEST

EACH ISSUE WE COMPARE THREE LUNCHTIME PRODUCTS [illegible] OF OFFICE EXPERTS – OUR READERS. THIS WEEK [illegible]

3/5 [illegible] Zingel juice with orange, apple, pineapple and [illegible] 'A reasonable flavour but a bit too sweet and rather watery.'

4/5 Marks & Spencer freshly squeezed orange juice. Tel 020 [illegible] 'A very tasty adult juice – a good consistency and a real explosion of flavour for the tastebuds.'

2/5 Waitrose freshly squeezed orange and raspberry juice. Tel 0800 188 884 [illegible] 'Quite a good texture but it tasted too sharp and a little on the bitter side.'

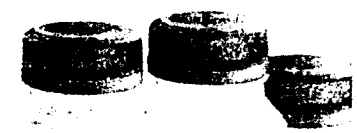
[illegible] office test products were assessed by an economic development consultant [illegible] office team would like to be on a future panel, e-mail officetest@ukmetro.co.uk

THE INTELLIGENT GUIDE TO LONDON LIVING

NINE TO FIVE & MIDWEEK

17TH JANUARY 2005

Jill Cox



tig tig

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Got a Crussh?...

I had heard on the grapevine that Crussh has brought a new fruit to Britain and introduced it in the form of a smoothie, intrigued? So was I, so I went along one lunchtime to review it...

Cherry Martin

Crussh stands out with its bright citrus décor amidst all of the brown tones of the coffee houses making you feel fresher just walking in.

So after tearing myself away from early Christmas shopping I strolled into Crussh and spent the next hour tasting all of the dishes on their fantastic menu.

Let me first fill you in a bit on Crussh...

It was first inspired by MD Chris who, whilst working in the City grew tired of only having the choice of coffee or more coffee and set about creating a different break time experience which would satisfy the tastebuds but would leave your senses feeling refreshed and inspired for the rest of the day, to the point where you can't wait to go back

Fresh is the word

All of the food that Crussh sells is made on the day of serving it to ensure that it glows with freshness and the ingredients are the healthy version of everything; natural, organic, free range and tolerance friendly.

Although the sandwiches looked tempting - well filled and chilled to perfection so that the bread still tastes like bread and not cardboard - it was cold outside and I fancied something warming. The 'soups and stews' menu looked inviting with classic, gourmet, chilli and organic all starting from £2.30. I chose one of my favourites, the old classic leek and potato. Cooked to perfection the bowl was filled with just the right amount of vegetables in there to fill you up.

Soup aside it was time to crack on with the exciting concept of finding my perfect drink. There are three main boards of ideas to stimulate you. All of them are made from fresh fruit and you can see it being made in front of you, they boast, in 30 seconds.

Their smoothies consist of fruit and either yoghurt (98 percent fat free) or soya milk and are around the £3 mark. They ooze freshness and I was spoilt for choice.

After scouring the boards for 5 minutes I narrowed my choices down to 4 and couldn't resist trying each of them.

The first: 'Strawberry Cool' was sweet and rose thickly up the straw, the frozen yoghurt melting on your tongue with the fruit is a sensation that conjures up flavours reminiscent of summertime and is good one to fight away those winter blues.

'Mango Madness' is a tropical smoothie which would be refreshing in the middle of a shopping spree.

'The Brazilian' was my favourite. This contains the new Acai berry and paw paw and is scrumptious with a subtle spicy kick. You have to try this one!

Now these smoothies are fantastic as they are, however if you followed my advice on page 15 and are now on a health kick or alternatively if you take supplements what easier and definitely tastier way to take them than to add them as a booster to your smoothie or juice? Choose from ginseng, spirulina, bee pollen, Echinacea, aloe vera and loads more.

If this wasn't enough, they also have a selection of 'super smoothies.' I saw two women gulping down the 'Fat Burner' which is various berries and a supplement from the US which increases your metabolism. Being a Thursday, I opted for the 'Brain Storm' to get me through to Friday. Summer once again in a cup and girly pink. The fruit shocks your brain into fifth gear and I made a mental note to bring the editorial team here to stimulate ideas each week.

'Being a Thursday, I opted for the 'Brain Storm' to get me through to Friday. Summer once again in a cup and girly pink. The fruit shocks your brain into fifth gear and I made a mental note to bring the editorial team here to stimulate ideas each week.'

They have a full range of gluten free, wheat free, dairy free and vegetarian options which excel their competitors.

I am a big fan of customer service and attention to detail and I am happy to report that I was greeted with smiles and eye contact which was a refreshing change to the monotones experienced in so many of the other busy eateries here.

Crussh have achieved all of their goals and have single handedly destroyed the myth that healthy food is hard work. I will be returning tomorrow for my breakfast smoothie and porridge.... see you there!

Find out what they really want for Christmas!

[illegible] leave your senses feeling refreshed and inspired for the rest of the day, to the point where you can't wait to go back.

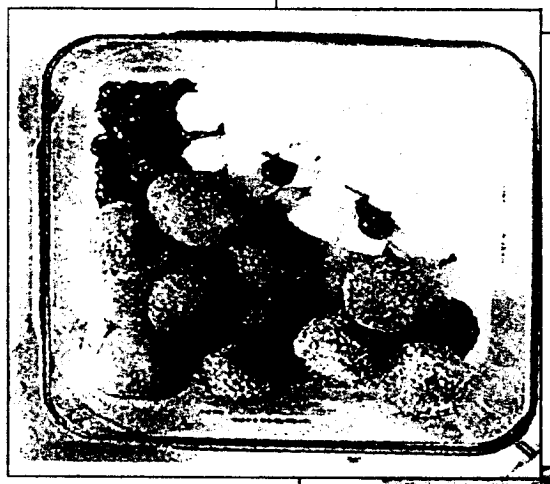
Fresh is the word

All of the food that Crussh sells is made on the day of serving it to ensure that it glows with freshness and the [illegible] and potato [illegible] to perfection the bowl was filled with just the right amount of vegetables in there to fill you up.

Soup aside it was time to crack on with the exciting concept of finding my perfect drink. There are three main boards of ideas to stimulate you. All of them are made from fresh fruit and you can see it being made in front of [illegible] is a sensation that conjures up flavours reminiscent of summertime and is good one to fight away those winter blues.

'Mango Madness' is a tropical smoothie which would be refreshing in the middle of a shopping spree.

'The Brazilian' was my favourite. This contains the new Acai berry and paw paw and is scrumptious with a [illegible] Summer once again in a cup and girly pink. The fruit shocks your brain into fifth gear and I made a mental note to bring the editorial team here to stimulate ideas each week.



Healthy Tequila?

Although their display of desserts looked appetising I decided to fill what space I had left with a healthy Tequila shot (£1.50). This is actually 1oz of pure, freshly squeezed wheatgrass in a shot glass, served with an apple to substitute the lime. I was slightly apprehensive about downing a shot that smelt like freshly cut grass but hey, cheers! Pleasantly surprised – it tastes really sweet. The best part about it is that one shot is the equivalent of 3lbs of vegetables. Better still as it hasn't been cooked, all of the nutrients are raw so you gain maximum benefit from it. One of Crussh's employees has one every day and her skin was glowing so if you're like me and have the best intentions but not the best will power when it comes to preparing vegetables this is the one for you.

competitors.

I am a big fan of customer service and attention to detail and I am happy to report that I was greeted with smiles and eye contact which was a refreshing change to the monotones experienced in so many of the other busy eateries here.

Crussh have achieved all of their goals and have single handedly destroyed the myth that healthy food is hard work. I will be returning tomorrow for my breakfast smoothie and porridge.... see you there!

Find out what they really want for Christmas!

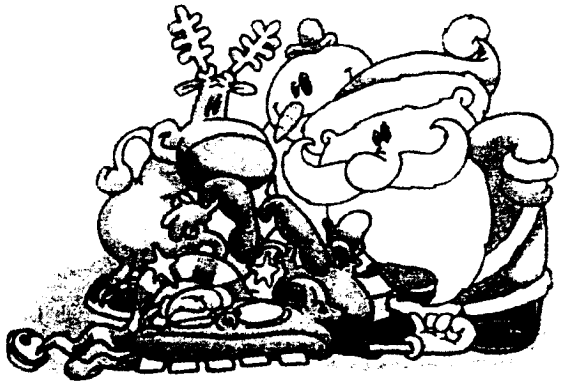
With a guided tour of Santa's Grotto, hidden away in deepest Lapland. Let those special children tell Santa their Christmas wishes, then call up a National Rate number to hear for yourself.

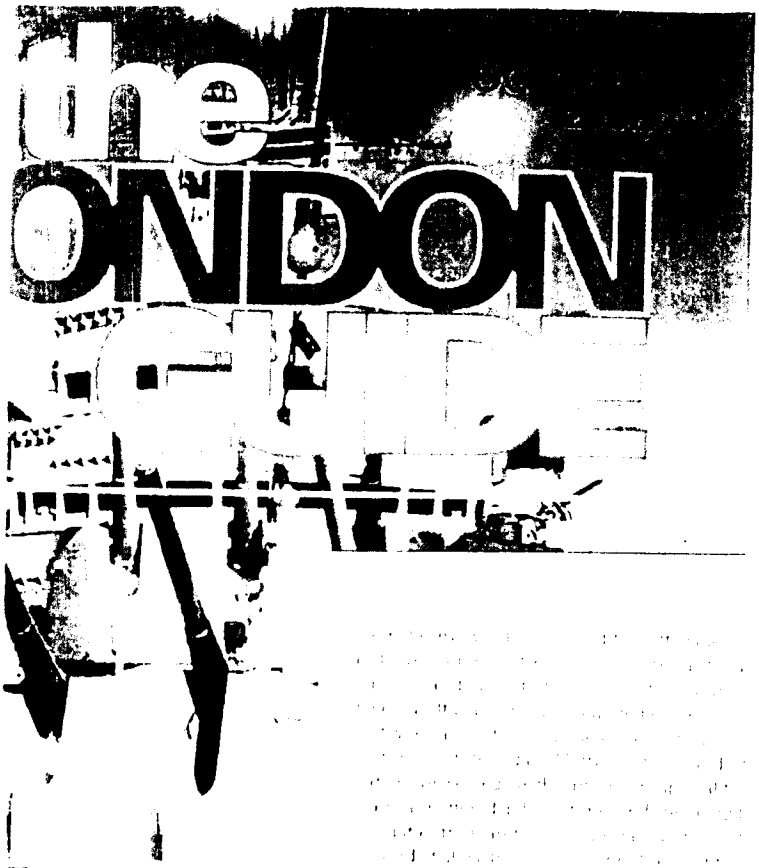
Call now on 0901 553 0108

Write down your unique PIN number and then hand the phone to your child as they begin a magical tour helped by Santa's Chief Elf and a whole cast of characters!

Then call 0870 0851011 and enter your PIN number to hear their wishes.

Maximum call cost £1.99. For customer service please call the helpline on 0871 712 0019

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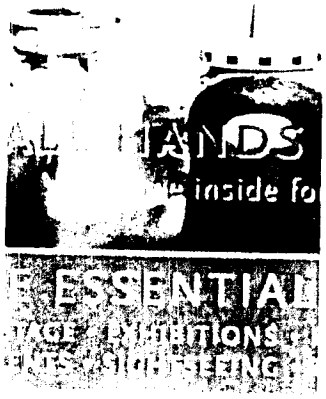
ANDS
inside fo
ESSENTIAL

can also mean convivial. Erica Wagner reports

TASTY TAKEAWAYS ON A HIGH STREET NEAR YOU

In our health-conscious age, fast food has become a dirty phrase. It's synonymous with all that is tasteless, poor quality and fattening, bland burgers, dubious kebabs, greasy chips and watery chicken nuggets.

Super Size Me, this year's most talked-about film, documented the painful effects of super-sized meals, while debates about child obesity have raged throughout the year. No wonder that well-established chains have seen their profits plummet.

However, fast food need not be all bad. This year there has been a surprising upturn in places that offer fresh, unfussy food, cooked with good quality ingredients, served in a jiffy. Order wisely – choose lean meats, salads, fresh vegetables, low calorie dressings, and fruit – and "fast" can equate with "healthy". Even chains like McDonald's and KFC have cottoned on, introducing organic milk, salads and rice on their revamped menus.

Here we we take a look at six places whose ethos and diverse menus reflect this trend. All of them prove that, despite the bad press, fast food is here to stay. It has simply grown up – and has become wiser, leaner and tastier.

BABESTI'BURGERS

Launched in September, this organic burger joint, endorsed by the Soil Association, aims to serve fresh food as fast as possible. Chargrilled burgers start at £2.75, with salt and pepper squid and sprout salads, all for under £10. The babes in question are young mums, as the restaurant has a nursery room.
175 Portobello Road, London W11, 020 7727 4163

YO! SUSHI

Small bundles of raw fish wrapped up in rice and washed down with green tea are a uniquely healthy lunch from the trademark rotating conveyor belt. And, unlike other Japanese restaurants, prices have been kept low.
www.yosushi.com; branches nationwide

SHISH

Pulling together Silk Route influences from Turkey to Turkmenistan, the two London branches of Shish, in Old Street (EC1) and Willesden Green (NW10), transform kebab culture into something sophisticated, healthy and tasty. A wide range of veggie-friendly mezze starters, at reasonable prices, is served in the large open-plan restaurants.
www.shish.com

CRUSSH

This juice chain opened its first branch in 1998 and its signature smoothies such as The Brainstorm – banana, apple, cranberry and a supplement made from ginkgo biloba and bilberry leaf powder – are a great way to top up daily doses of fruit and veg. Also on offer are gluten/wheat-free sandwiches.
www.crussh.com; branches throughout London

EAT

This sandwich bar chain boasts 48 stores, from Birmingham to Bow, selling 35 different kinds of sandwiches and salads. The spicy crayfish noodle salad is a favourite, as are soups, such as Moroccan root vegetable with charmoulla. The constantly changing menu hinges on seasonal factors, fresh produce and customer feedback.
www.eatcafe.co.uk; branches nationwide

PROGRESO

This chain of fair trade cafés opened its first outlet this week in Covent Garden, soon to be joined by another on Portobello Road, and 25 more by 2006. Where possible, all the ingredients used in the yoghurts, chocolates, biscuits, crisps and drinks are fair-trade. Progreso is owned jointly by Oxfam and coffee growers from the developing world. Other supporters include the actor Colin Firth.
www.progreso.org.uk; Thomas Neal Centre, Earlham Street, London WC2

SEJAL SUKHADWALA AND ANNA SHEPARD

Take it away: a dish of goodness from Leon; facing page, its sleek interior. Inset, fishy bundles from Yo! Sushi

2004/2005

london edition

THE UL

restaurar

JUICE BARS CRUSSH

Favoured by savvy Lond... and celebs: those ... know rely on Crussh for their daily juice fix, power fuelled breakfast, great tasting lunch and afternoon ...

see reverse side for lo... www.crussh...

A COMPLIMENTARY ME

with the purchase of an...

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JUICE BARS CRUSSH

Crussh offers the best ... juices & smoothies made in front of you. Delicious soups, our own freshly made wraps, sandwiches, salads and more, all in an ... environment

see reverse side for lo... www.crussh.com

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JUICE BARS CRUSSH

Crussh ...

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336

Reader offer

Get fruity

ARE you looking to impress your loved one this Valentine's?

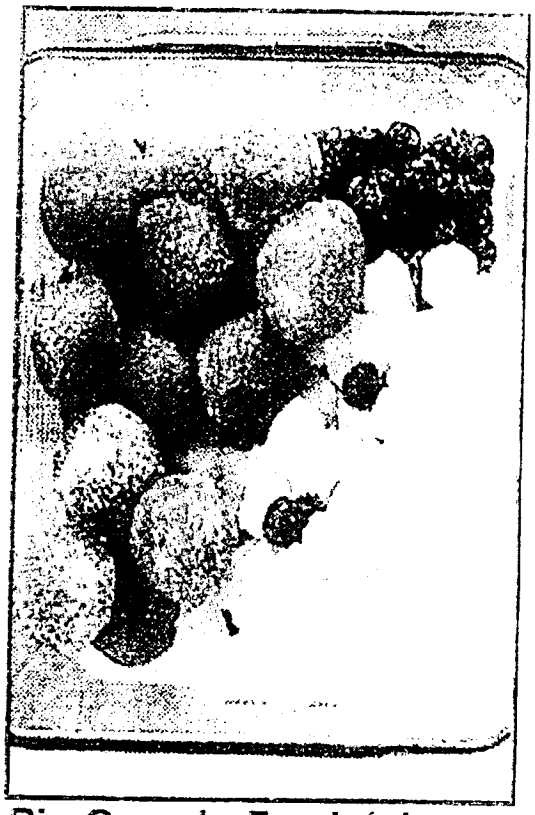
Valentine's Day is fast approaching and to help the lover in you get "bedroom fit" in the healthiest way possible check out Crussh, London's leading juice bar.

And as a Valentine's Day treat Crussh is offering all *Wharf* readers spending £5 at Crussh Jubilee Place the chance to pick up a "Love Juice" for free. Simply take along a copy of this paper on Monday (February 14).

The fresh pink "Love Juice" is packed with freshly pressed peaches, oranges, bananas and strawberries – nature's aphrodisiacs. Peaches help cleanse the kidneys and rejunvenate the skin while strawberries fight bacteria and viruses. It's guaranteed to leave you feeling fruity!

And Crussh's large selection of juices and smoothies are brimming with nutrients and vitamins to boost your body. So, start your Valentine's by sampling the flirtatious "Love Juice".

For menu details visit *www.crussh.com*.



Big Crussh: Fresh 'n' tasty

Crussh is offering a great £5 meal deal until the end of November

Get winter fuelled

WITH the clocks going back and the increasing need for scarves on the way to work in the morning, realisation has set in that winter is approaching fast.

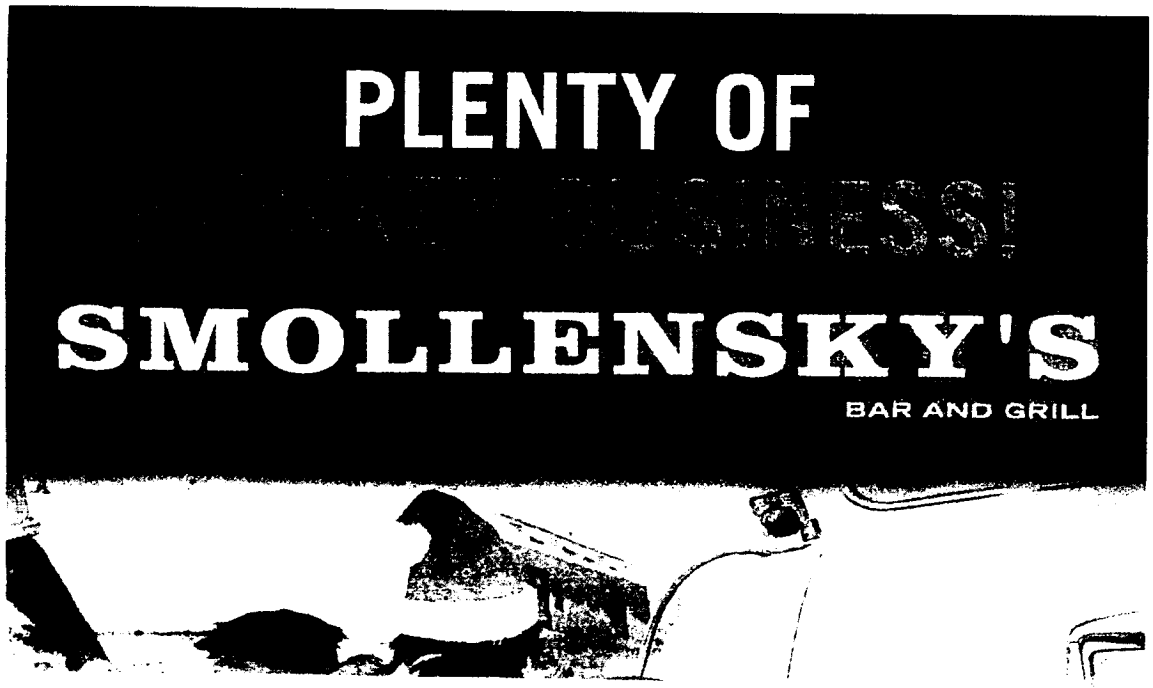
It's common knowledge that your body uses up more energy during the winter working to produce heat to keep you warm.

Therefore, Crussh is offering readers of *The Wharf* a special Winter Fuel lunch promotion to help keep you full of life and vitality through the cold days. For the month of November you can get any medium soup plus any sandwich for only £5 at Crussh in Jubilee Place Mall.

Crussh have developed London's most extensive soup range on offer this winter, with more than 30 recipes made from the finest ingredients, rotated daily.

Choose from classic, organic or gourmet for the healthiest, tastiest lunch around.

So if you want to claim your great November meal deal simply cut out the coupon below and present it at the Jubilee Place Mall branch of Crussh any time before the end of November.



Meal deal

THIS coupon entitles the bearer to any medium soup plus any sandwich for only £5 at Jubilee Place Mall's Crussh during the month of November.

Simply take this token to the branch of Crussh in Jubilee Place Mall to claim your fantastic discount.

●Offer expires end of November. Does not include chicken chilli.

Crussh: Unit 25, Jubilee Place, Canary Wharf, E14. 020 7519 6427.

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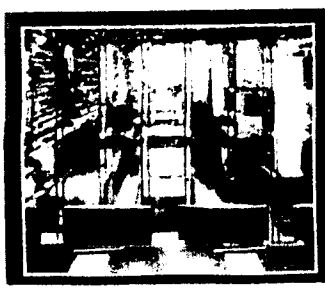
TheTravelex
£10 Season

All juiced

Hot summers call for cool drinks, so this week we take a sip of a new fruit smoothie plus a selection of new seasonal cocktails

C



Summer cocktails

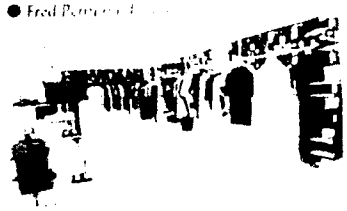
Over at Zuma, 5 Raphael Street, SW7 (020-7584 1010), renowned mixologist Tony Conigliaro has joined Rainer Becker's place and is also at Roka in Charlotte Street, W1, as Bar Operations Manager. Tony has come from Shumi, Hakkasan, Isola, the Atlantic, Lonsdale House and Detroit and his new summer cocktail list should be one worth supping. At Zuma [pictured] Tony uses Japanese ingredients such as Calpico, a Japanese yakult, and you'll find it in his Shiroi Bellini, a mix of Prosecco and calpico-peach mix. Try also his Cherry & Cherry Blossom Bellini with cherry and cherry blossom plus Prosecco. And doesn't the Zuma Cosmopolitan of Mandarin liqueur with lemon vodka, mandarin juice, cranberry juice, lemon and bitters sound refreshing enough to last all summer?

Seven [illegible]

Roger Foss discovers seven good reasons to hang out in Seven Dials

A

● Fred Perrone [illegible]



What's On in London
October 20, 2004

IN THIS ISSUE:

The violi
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The name's Becket – Thomas a Becket

Passionate dalliance

Lording it in Earlsfield

Ronald Porter heads south of the river to [illegible] Mediterranean cuisine in suburban Wandsworth

News article

Spring Clean Your Body With Crussh!

Spring has almost sprung and those clever people at CRUSSH, London's leading juice bar, have developed a fresh new menu full of "feel good food" to make you feel lighter, fresher and healthier this Spring. Available in store from 29th March, the new menu features a variety of clean, tasty, wholesome food and drink to help you feel good about yourself and help give your body a good spring clean. So come on, visit CRUSSH and put a spring in your step!

Why not kick-start your morning with a bright 'Spring Zinger' juice with pink grapefruit, apple, pineapple and carrot? The new menu also sees the return of their popular 'Green Goddess' detox juice with kiwi, apple, pear, lime, celery, cucumber and spinach; the ultimate one-stop spring clean for your body. If you are looking for something more substantial than a juice then try the thick and fruity, super-smooth 'Berry Breakfast Smoothie' with Crussh natural muesli, banana, skimmed milk and strawberries.

Freshly baked bagels filled with smoked salmon, cracked black pepper, low fat cream cheese and a twist of lemon offer an alternative breakfast option. Or, you could choose the Egg Florentine bagel - Crussh's twist on the breakfast original, with low fat mayonnaise, free-range eggs and baby spinach. Fruit salad pots, with fresh seasonal fruits, as well as muesli, low fat yoghurt and berry pots are the perfect way to start the day.

CRUSSH have an exciting new concept for this season that they call 'Health Pots'. These little pots are packed full of nutritional goodies and you can pick up pots that include their new 'Barley Babe', with organic barley, spring onion and Thai chilli sauce or the 'Puy lentils and Feta' pot with fresh parsley and mint - perfect for those with wheat intolerance or on a low carb diet.

For lunchtime, CRUSSH has the biggest range of soups available anywhere in the capital and latest additions include spicy Chorizo and potato, warming new season's Moroccan lamb with couscous and Gallic chicken Provencal with spring vegetables. There is also a great selection of sandwiches including Salmon Gravlax and a new vegetarian and dairy free addition to their sandwich range the 'Sunny Veggie Club' with crunchy bean sprouts, olive tapenade, sun-dried tomatoes, avocado guacomole, and fresh grated carrot.

Source	Cancan Communications
Portal:	Catering
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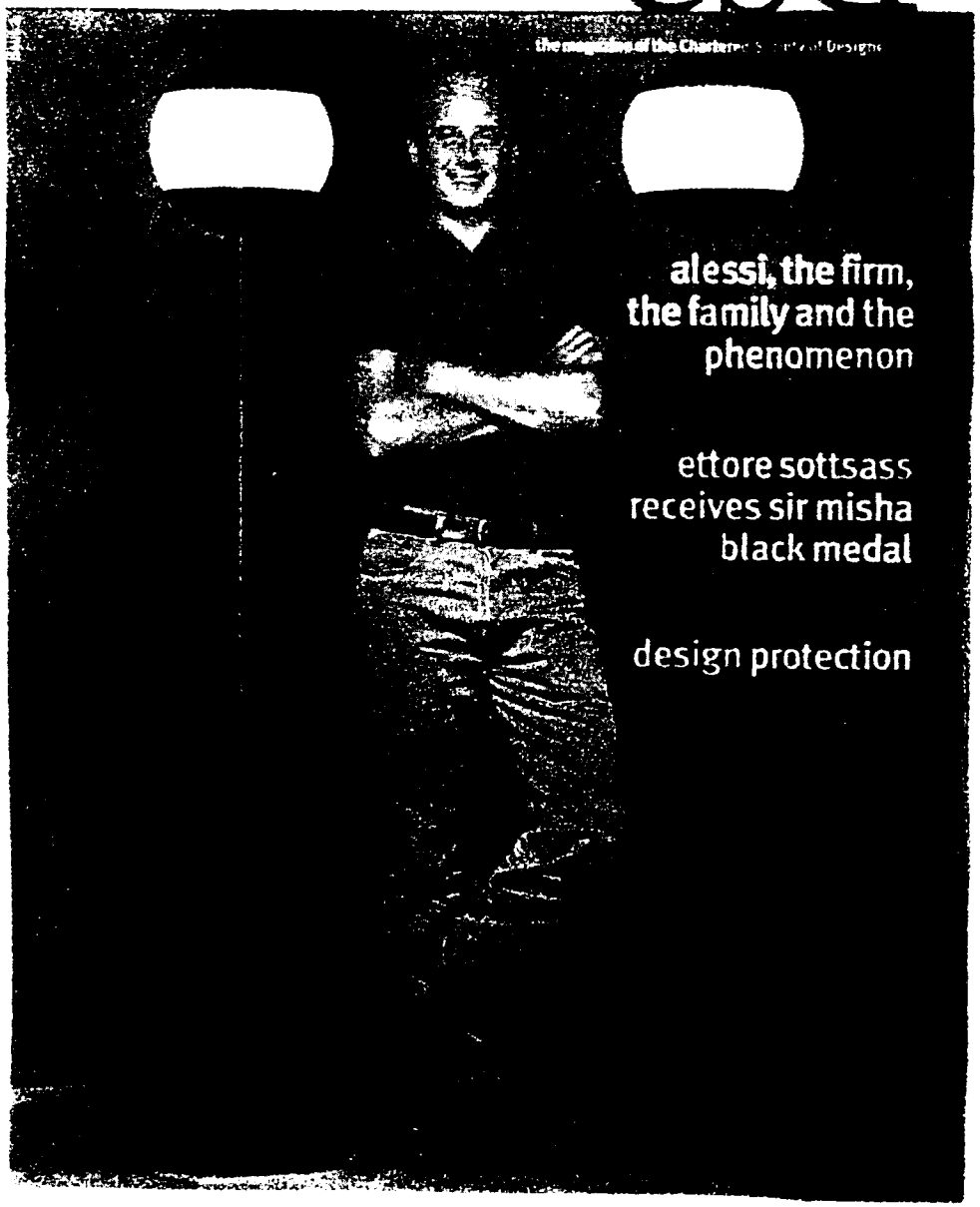


alessi, the firm, the family and the phenomenon

ettore sottsass receives sir misha black medal

design protection

Anthony Edwards Publicity

CRUSH JUICE BARS

DAILY TELEGRAPH City Diary

August 21st 1998

[illegible]

Bit of a crush on cabbages

THE city gets its first juice bar [illegible] The [illegible] named Crussh Bar [illegible] is the work of James Deen, a former [illegible] corporate [illegible] and James [illegible] from estate agents Hillier Parker.

[illegible] buildings is Grade II and [illegible] have spent the [illegible] fighting the city planners and English Heritage. They wanted a psychedelic window display of transparent pipes and [illegible] but oddly enough English Heritage disagreed. The gastronomic display must go inside along with screens showing "Crussh TV".

[illegible] lots of places for [illegible] addicts — smirks Deen. "We will stock 52 [illegible] juices as [illegible] My favourite [illegible] apple, broccoli, cabbage, sea sprouts and pineapple. I feel slightly nauseous already."

information

the best juice bars

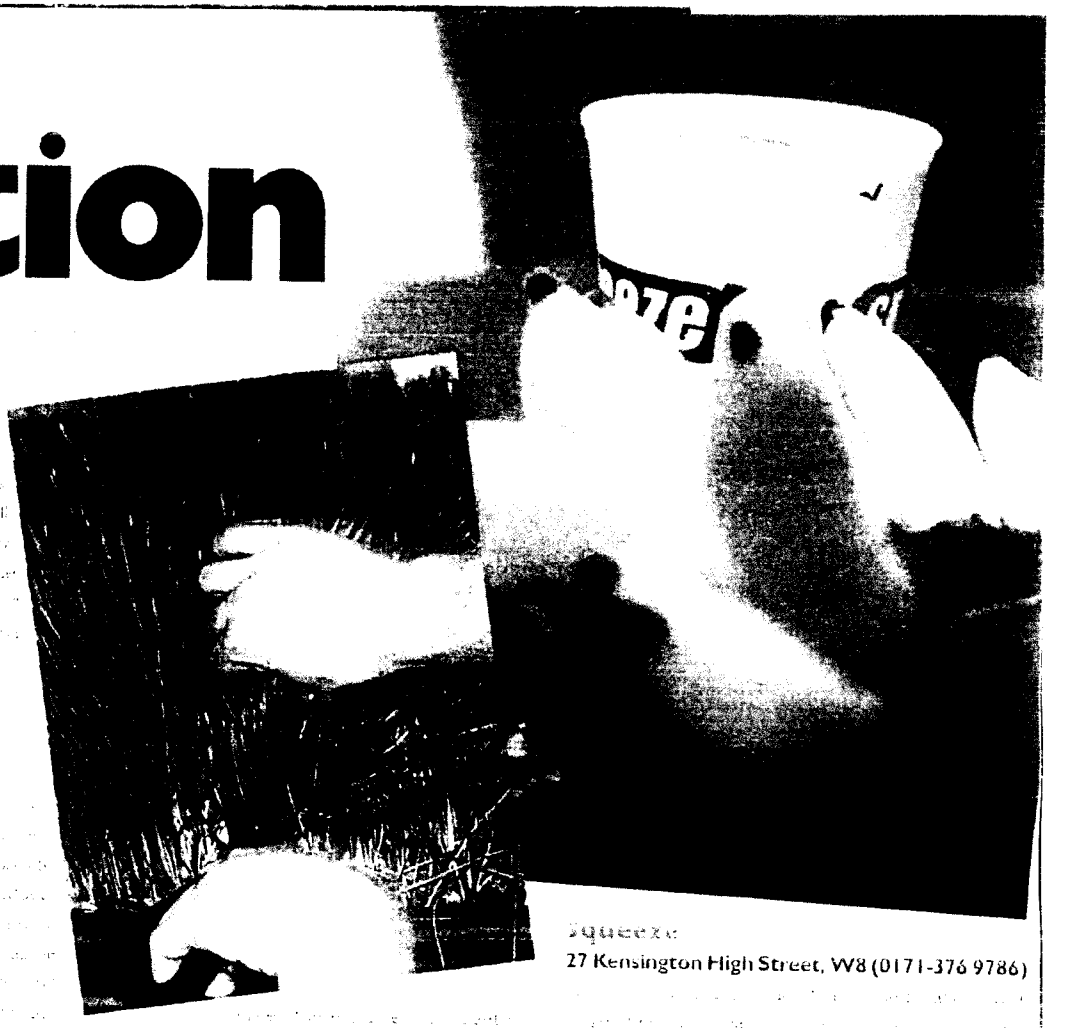
Juice is the latest health-food craze to hit Britain. Almost every fruit and vegetable has a beneficial effect on a particular part of the body, and your system can absorb nutrients much more quickly in juice form. Careful, though: increase your juice intake slowly, especially with green vegetables. SIMON BROOKE

Crusse
48 Cornhill, EC3 (0171-626 2175)

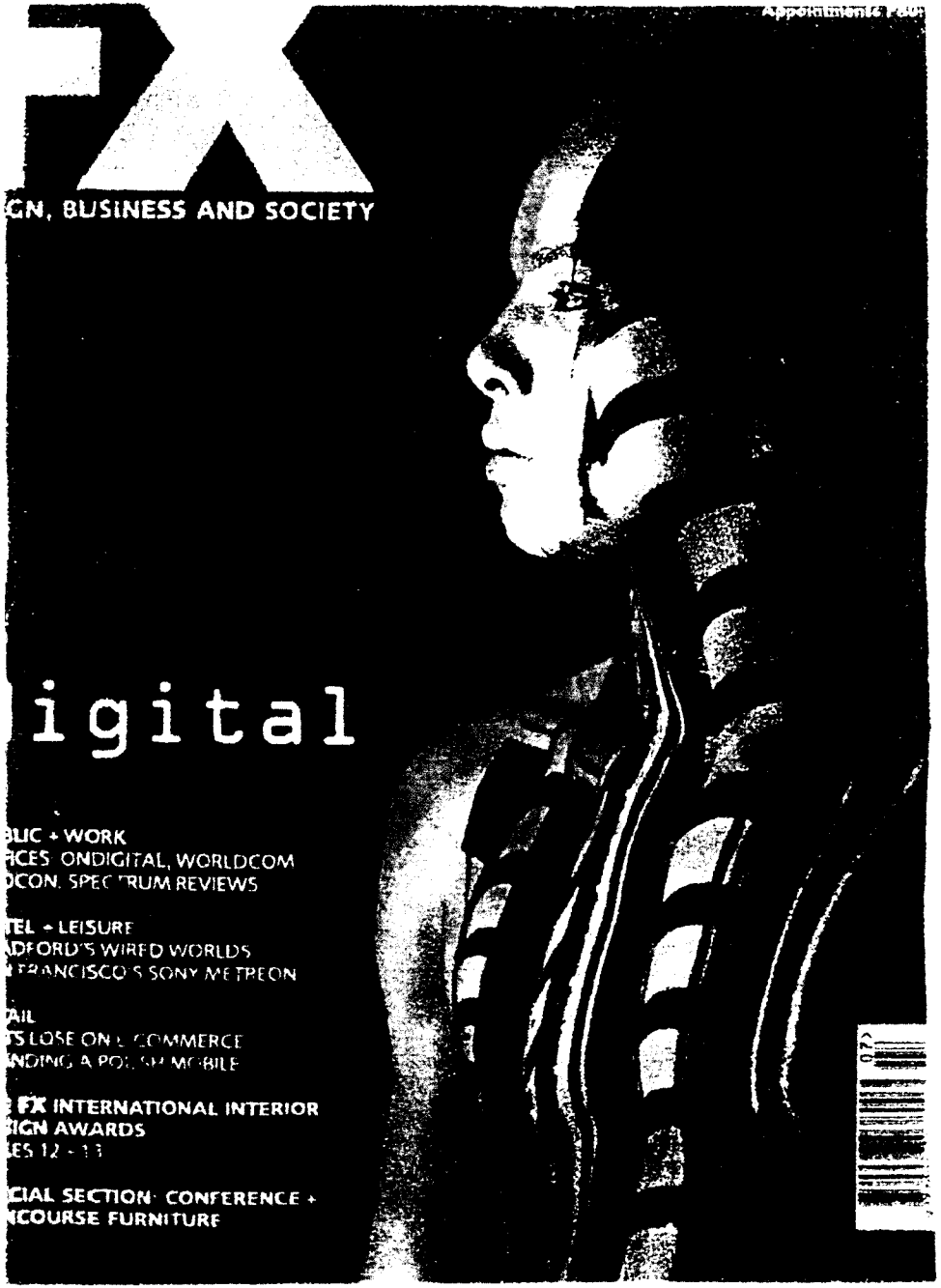
Juicehouse
28 James Street, W1 (0171-487 2882)

169 Drury Lane, WC2 (0171-831 0830)
www.farmacia.co.uk

7 Earlham Street, WC2 (0171-836 7376)



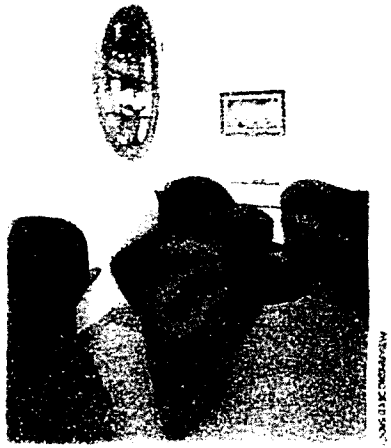
Squeeze
27 Kensington High Street, W8 (0171-376 9786)



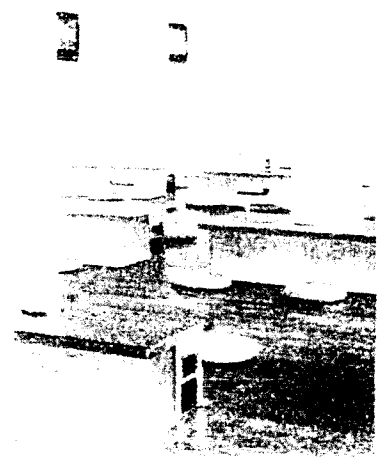
Louche juice

Richard Hywel Evans Architects, led by an enormous cheerful Welshman with an antipodean accent and an alarming tendency to terminate fast motorcycles on a regular basis, has taken its eye off Sweat Shops (groovy sports shoe outlets, latest incarnation in Harrods) long enough to get Crusshed in the City of London. Yes, that annoying double 'S' is indeed what the clients and their marketing muscle wanted for Crussh, the first of a multi-recipe juice bar chain, to be entitled, given the high sensitivity to a strong brand upon which these chiefs so heavily depend.

Hywel Evans, intaxicated to tends towards 'Acid retro' in such cases, as one can see from the hand-carved close cell foam ceiling, cast fibreglass tables and custom leather upholstery from Fine Scottish Leathers. Craftsmanship and quality pervades the finishes, suggesting a quirky relationship with the bizarre, almost comic, forms. More from RHEA next month. 4/11



Below the belt

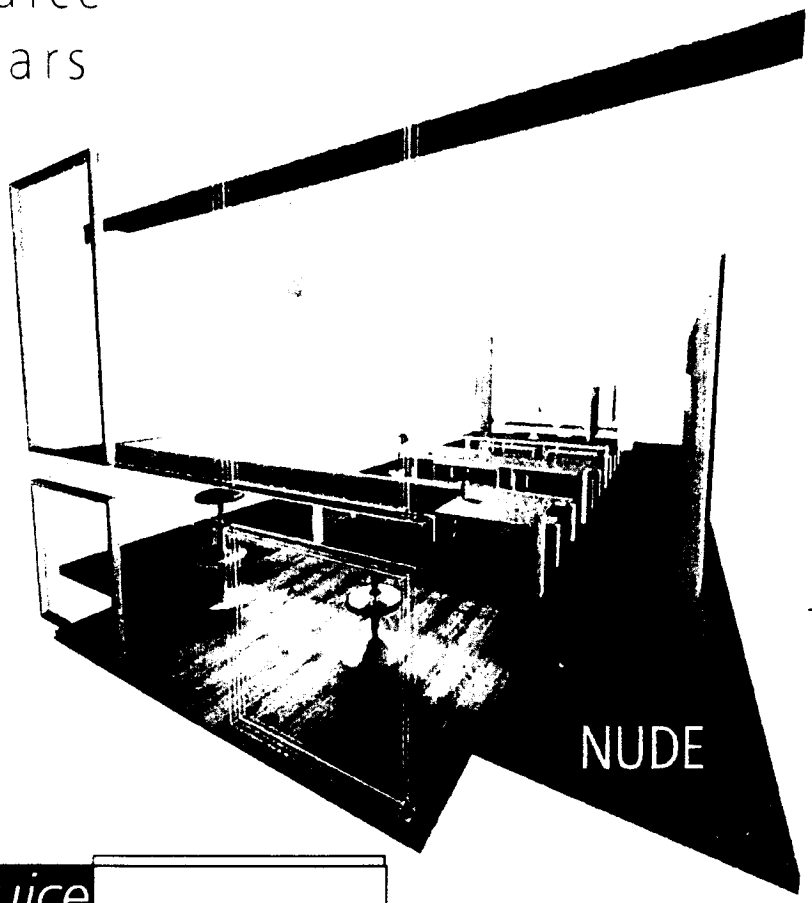


Do you want to meet me at...?

Crussh

Where? Behind a traditional (if purple) facade in the City.
Designed by? Richard Hywel Evans Architecture and Design created did the whole thing, from architecture to graphics.
What's it like? Futuristic, 60s-comic-book style — the aim seems to be to drag us away from the association of juice bars with sandal-clad hippies. Space is limited, especially during the lunchtime crus[s]h, seating is offered at the window bar or on amorphous benches in front of the in-house advertising, Crussh TV. The place is already developing the slightly shabby feel of a chain. Five more branches are planned.
And the food? Freshly squeezed juices, sushi, tofu wraps and salads. Apparently we're all soon going to be replacing espresso with shots of wheatgrass. But not yet, while some punters valiantly attempted broccoli and bean sprout juices, most stuck with coffee (reluctantly on offer to compete with neighbouring Starbucks).
The critics said: "Groovy multicoloured sofas and menus reminiscent of nightclub flyers". (Simon Brooke, The Times). "An exuberance which borders on vulgarity, particularly welcome in the stuffy context of the City". (Isabel Allen, The Architects' Journal). *Crussh, 48 Cornhill, EC3, 0171-626 2178. Juices from £2, Sandwiches, £3*

juice bars



The coffee boom can't last for ever, but what will take its place ?

It is a [illegible]

juice

Crussh
43 Cornhill
EC3V

Fluid
208 Fulham Road
SW10

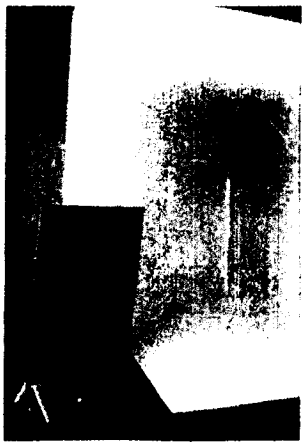
Fresh & Smooth
Canary Wharf

Joose Moose
James Street

Juice
7 Earlham Street

LAB
12 Old Compton Street

Neal's Yard Beach Café
13 Neal's Yard



Jospeh ne Carpenter of
The Juice
Company

The 'amaz Vita-Mix
drinks mac ne
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Unit 5
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Brownhills
Walsall WS8 7DG
Tel. 01543 375311
Fax. 01543 361172
Vita-Mix
REN017
351

juice

Nude
soon to open, Dublin

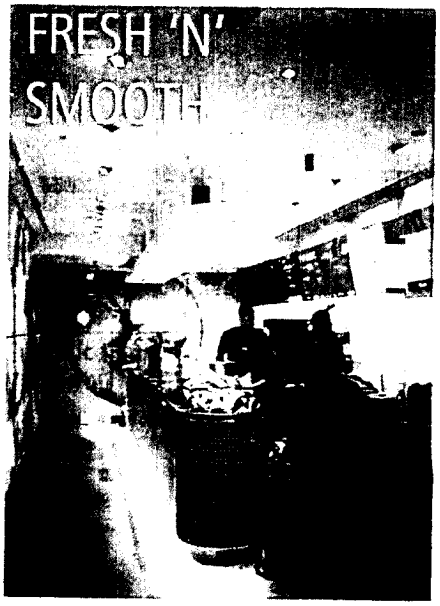
Planet Organic
[illegible]

Ranoush Juice Bar
[illegible]

Retro Juice Bar
[illegible]

South Beach Café
[illegible]

Squeeze
[illegible]



Squeeze – one of London's new juice bars

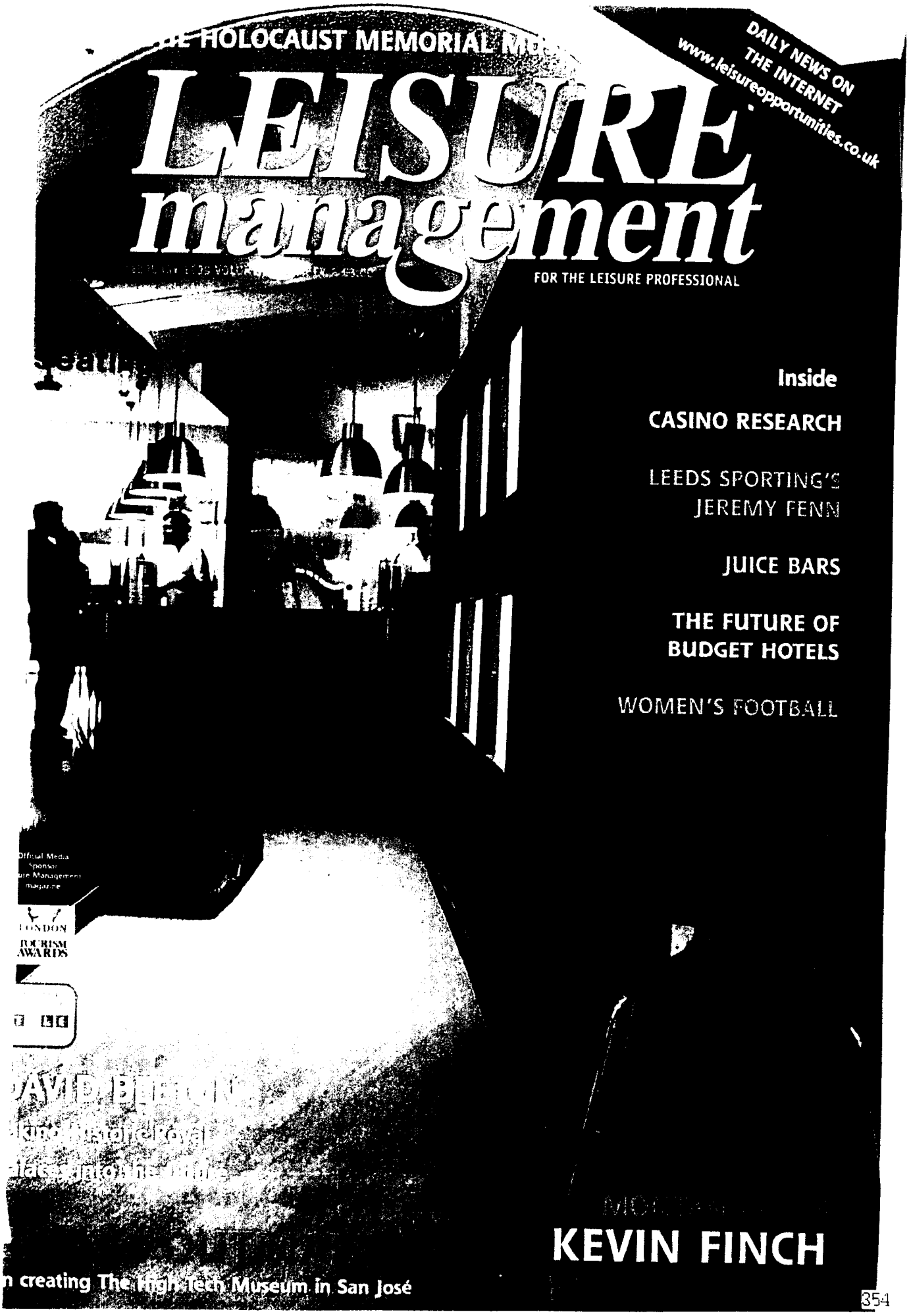
There's juice loose

The latest eating and drinking craze to hit the UK from North America appears to be the juice bar (*Leisure Management* February 1999)

While the concept is still to take off, there has been much interest in the handful of operations in the City of London and both Crussh and Joose talk of signing deals with major health club chains (HCM January 1999, p9)

Also on the healthy eating vein is the launch of the Luscious low fat cafe (*Leisure Management* March 1999) by Australian Alison Rose and her husband Tony Guy. They hope to roll out this cafe concept into health clubs, among other locations.

Details: Crussh +44 (0)171 626 2175 Joose +44 (0)171 487 2882 Luscious +44 (0)171 723 6464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THE FUTURE OF BUDGET HOTELS
WOMEN'S FOOTBALL
KEVIN FINCH
creating The High-Tech Museum in San José

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Escape the British weather and bid for a holiday to Paris then check out our guide to the best pâtisseries to make sure you don't miss out!

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food

Easy squeezy! Find out what the juicing craze is all about plus we've got juice nutrition a profile of James Deen at Crussh juice bar reviews and some juicy Web sites too Plus DIY juicing at home and recipes!

chocolate VOTE results

join our

Is cookery the new comedy? Find out in our review of Big Kevin Little Kevin

Smile! That sauce might not be ruined after all! We've got all the answers in Expert Ease and help is at hand in the Save Our Sauce forum

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Ministers order probe into pub soft drink prices>>
Cook's knife reviewed>>

Our new links section will take you to lots of other great food and drink Web sites

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Britain is flooded with juice! Dedicated juice bars are cropping up on every corner, juice is on the menu at most cafés and restaurants, there are juice gurus, juice books, juice remedies... *Sarah Crocker* reports on the big squeeze

It has been described as **'the ultimate fast food'**, 'instant gratification' and 'the ideal way to enhance well-being'. Given all the hype it would be easy to get carried away and think juice is a miracle elixir. Strip away the 'juice-speak' though, and at it's most basic level 'juicing' is **the preparation of juice from raw fruits and vegetables**

There is no substitute for a good, balanced diet. But as part of a daily diet, fresh juices can provide essential vitamins and minerals to help you stay healthy. Click here for more on juice **nutrition**.

Definitions differ greatly, but according to the majority of people we spoke to in the business, a juice contains just that – the juice or the juice and pulp of the fruit, whereas a **smoothie** usually has other ingredients added to make it thicker and creamier such as frozen yogurt, milk, honey, wheatgerm or ice.

Credits, Links page
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... (Cont...)

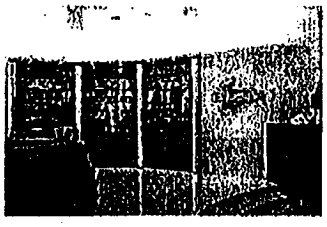
How far do you push the health claims of juicing?
Well, I'm homeopathic, and my family have always been into vegetarianism and organics we grow a lot of our own produce. But then I do go out and get drunk and have a good time and that sort of thing, so I think it's important not to shove the message down people's throats, but on the other hand I think that we are **able to substantiate our claims** and a lot of people aren't. We also have a **dedicated nutritionist** working with us – **Roderick Lane** *(He was the nutritionist to Diana, Princess of Wales).*

How do you decide what juices to serve?

I think we've got about 60 or 70 menus from juice bars around the world and we just look at **what we think will go down best**. If you go into any juice bar there are three staple juices which is carrot, apple and orange and generally they form the base to most drinks, but you're actually quite limited in what you can sell to people because there are some things that **people find hard to stomach** (lettuce juice for example!) We do use raspberries, banana, strawberries and then a lot of celery and ginger and things like that. Rod oversees the **nutritional range** and the rest of us are probably better at the nicer tasting range!

And the food?
We change our menu every four months, and it's generally what we think people want. We opened here yesterday and the top-selling salad was our **gluten-free pasta salad** which is actually vegetable pasta. Apparently, almost **30 per cent** of people are in some way **allergic** to gluten or wheat, so if you take ten people in the shop and three of them are allergic to wheat they're sure to **try something a bit different**. And if you look at someone like Marks & Spencer – they're '95% Fat Free' range is an incredible seller. So people are looking for ways to **eat better, eat healthier, eat less**. Our sandwiches are not run of the mill produce, they're all organic bread sandwiches, all the wraps have got interesting ingredients like tofu, black-eyed bean salad and I think they're just things that people are waiting for – a bit of **new age food**.

Can you see juice bars taking off with the pub crowd?
(Crussh is due to open in Chelsea's Kings Road shortly).



I think for 17-year olds who can't go to a pub, apart from somewhere like McDonalds or Pizza Express, I don't know where they've got to **go and hang out**. Well, with us, they've got somewhere they can go to in the evening and have a nice juice, brownie or something for only £3.50 or £4 and just hang out, and I think that will go down really well. I also think there are **a lot of people who don't drink** *(alcohol)* now or who aren't drinking as much as they used to so are looking for alternatives.

Has Crussh been hard work?
I had about three hours sleep last night and the night before. All day I drink water and juice I'm one of those people that needs 12 hours sleep but if I can get by on three hours then **it says a lot about the product!** It is good fun, I've always been someone who liked dealing with the punters rather than just sitting at a desk. I just like **building up a relationship** with people. So many people come up to me and say 'oh I think it would be great if you do that', or 'the way you do that's terrible' it's actually very nice to be in a position where you've got a business that from one day to the next **you can change the way that something goes.** It is hard work – I think farming and food are businesses that anyone who wants to take a few minutes off during the day shouldn't even consider because **it's relentless** – there's always something going on.

How many more Crussh bars are planned?
There are **three at the moment**, in London's Cornhill, and Curzon Street, and one more which

juice bars review

Click on the juice bar names for more details:

The majority of bars are in London at the moment if you know of any further afield please ***email us*** *and we'll add it to our list!*

Crussh

London EC3 and London W1

Farmacia

London WC2

Fluid

London W11 and London SW10

Fresh n Smooth

London Canary Wharf

Juice + Smoothie bar @ The Greenery

London EC1

The juice Bar at 28 James Street

London W1

Ranoush Juice

London W2

Sejuiced

London SW3

Squeeze

London W8

Mango and Stone

Edinburgh and Glasgow
and Crowne Plaza Hotel Heathrow

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Conditions of use

easy squeezy

juicy web sites

- www.crussh.com
  Site for the **Crussh chain of juice bars** in London, under construction at the moment but expect big things soon.

- www.juiceguys.com
  Interesting to see how the **Americans** do it, and there's a good section on general juice information.

- www.juiceconsult.com
  Based in the United States but some helpful hints if you're interested in **opening your own** juice bar.

- www.p-j.co.uk
  Web site for **Pete and Johnny's smoothies** sold in most major supermarkets and shops now. Colourful site with info, competitions etc. and a bit 'out there'!

- www.juicing.com
  Lots of **nutritional information** with two sections dedicated to juicing and all that goes with it from **the best juicers** to buy on the market and what to look out for, to the best **ingredients** and what is good to eat.

- www.organicsdirect.co.uk
  This site has a special **juice section** where you can **buy online** a selection of organic juices or the actual organic ingredients themselves in order to make your own.

- www.farmacia.co.uk
  You can **order online** from the Web site of London's 'urban healing' juice bar.

- http://www.juicegallery.com/
  And yet another American 'everything you need to know to **set up a juice bar...**' kind of site!

- http://www.northstarinc.com/juice/
  This site claims to have deals on everything you need to juice for 'pleasure or profit'. Could provide some ideas if you're interested in getting into juicing.

- http://www.juiceamerica.com/recipes.html
  A site run by a woman called Joanne who was given 90 days to live then **changed her lifestyle** by getting into juicing. Today, she is healthy and happy and 'ed-juice-cating' America.

- http://www.thejuicereview.com/
  An **online magazine** for the juicing industry.

- http://www.gerson.com
  A site dedicated to the research and work of **Dr Max Gerson**, whose Gerson Therapy based partly on a diet of fruit and vegetable juices, is still used in clinics throughout the world today.

- http://www.living-foods.com/
  The largest community on the Internet dedicated to 'educating the world about the power of **living and raw foods**'. Lots of **articles** including ones about juicing, plus **links** to other useful sites.

Juice bar rivals put the squeeze on each other

by CATHERINE ELSWORTH

Health freak: Mark Chaplin says his new juice bar's top seller is Eureka, made from ginger, carrot, apple and orange

BRITAIN is on the cusp of an explosion in High Street juice bars, tipped to rival the multi-million-pound success stories of sandwich and coffee chains Pret A Manger and the Seattle Coffee Company.

The trend, imported from America, will see an estimated 50 to 60 new outlets in London alone during the next year and, possibly, hundreds nationwide as a number of new chains battle for supremacy.

The bars offer a range of blended, freshly squeezed juices, including orange, banana, broccoli, ginger and wheatgrass, which is prized for its detoxifying effects. The drinks sell from around £2 a cup.

Heralded as a panacea to taxing, modern life, the bars are seen as health food's "coming of age" and graduation into sassy fast food.

The capital already has a handful of juice bars, including one in the wholefood mecca Planet Organic. Competition between rivals is likely to be fierce as each strives for the best blends, and gimmicks.

On Wednesday, the City of London gets its first juice bar, Crussh, which goes "live" on Cornhill from noon. Using nightclub-like decor, the outlet will appeal to busy City types with fruit and vegetable-packed juices and a menu of health foods.

The trio behind the venture, former corporate financier James Deen, James Learmond and operations manager Marc Warde plan to set up 40 outlets, over the next three years, some in supermarkets and health chains.

The bar will sell coffee but push decaffeinated varieties and boasts allergy awareness with gluten- and egg-free products.

Joose International plans to open a "cluster of branches". It already has three outlets, two in London — one of which opened a week ago — and one in Paris. Its top-selling drink is Eureka — ginger, carrot, apple and orange — and a soya milkshake called Blue Energy.

A partner, Mark Chaplin, 26, said: "About four years ago I became a health freak and discovered that there was nothing I could eat. It was all beads and sandals and waiting half an hour for a lentil salad — not a pleasurable experience."

BRIGHT IDEALISTS

NEW IDEAS AND CONSERVA

JONATHAN DWEK, 30

[illegible] Organic in 1995. A position [illegible] supermarket Planet [illegible] Notting Hill [illegible] quality [illegible]

JULIAN METCALFE, 36

[illegible] Pret A Manger in 1986 [illegible] Fast food business [illegible] number. Pointedly, Julian will not talk to the press.

MARK HILEY, 30

Mark is the brains behind TV production company Earth 2000 which [illegible] over £30 million to world conservation. With celebrity supporters ranging from Sir Edward Heath to Peter Gabriel and the Duke of Westminster, Mark's inspiration and vision drive the company. Oscars and Aids awards and other qualifications have evaded him entirely.

EDWARD DOUGLAS MILLER, 32

Edward [illegible] disposable plastic cups into pens and pencils. Both the body and lead for a pencil can be produced from a single cup. Now teamed with recycling firm [illegible]

Since [illegible] Cup, the company's pencils have been made a Millennium Product and Invention of the Year. Confounding the rhetoric that Edward's plans initially met, the firm is now producing 25,000 pencils a day.

JAMES DEEN, 32

At the beginning of last year, James started Crussh, an organic fast-food outlet which goes one step further than its competitors. Juices are pressed in front of the customer and bread is baked in-house. Currently serving 500 customers a day, the company is well on target to receive 2,500 daily by the spring. It is only now that the black cloud which settled on James in 1984 when he went out in the first round at Henley, has lifted.

ALLY AND SCOTT SVENSON, 31 and 32

In 1995, Ally and her husband Scott, who both from Seattle, set up the Seattle Coffee Company in Covent Garden. Now with 85 shops and outlets in South Africa and the Far East, the firm was sold in May 1998 by Stil Bass in a deal worth £50 million. Scott wasted dishes "spit-roasted" [illegible] coffee and [illegible] finally paid off.

HARRY CRAGOE, 33

Harry drains sand [illegible] beach in Melbourne [illegible] PLC, [illegible]

SAHAR HASHEMI, 30

In 1994, Sahar, *below*, a former City lawyer, and her brother Bobby, 35, a former banker, decided Londoners needed a new coffee experience. A year later, the first Coffee Republic store hit London, opening in South Molton Street. By the end of 1998, there were 31 stores. The company floated on the Alternative Investment Market in 1997 and raised £8.5 million for expansion. "In New York, I always started my mornings in espresso bars with a skinny latte and a fat free muffin," Sahar explains. "When I came to London, I could not believe the lacklustre sandwich bars and cafes. I'm not naturally successful – I needed 45 lessons to pass my driving test. And when my brother Bobby was 17, our parents gave him £10,000. He said he would triple it over the summer but within a couple of weeks he'd lost the lot.

COFFEE REPUBLIC

CRUSHED
TOMORROW'S CULTURE

your d

rs put squeeze on coffee

RICHARD CANNON

at the race is on to expand nationally as quickly as possible

discovers how an stry is stirring a ients for success

lar," Mr Chaplin said. "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail."

This is part of the problem. Although the British public understands the necessity for healthy living, a late night and a hangover usually require copious amounts of coffee the following day, not a shot of something that although it has the nutritional value of 2lb of garden vegetables, tastes like liquidised lawnmower cuttings.

Tim Levene, managing director of Fresh 'n Smooth at Canary Wharf, believes that health is, in fact, the last selling point for juice bars in the UK. "We operate on a health-by-stealth concept. People regard healthy food as tasting revolting. We just make sure what we sell tastes delicious, and just happens to be good for you."

The biggest problem that faces this unripened industry, is its sheer expense. A smoothie or freshly squeezed juice, costs anything from £1.95 for a tiny glass to £3.49 for a decent gulp. And whilst profit margins for a simple coffee tend to tremble at the 85 per cent mark, the cost of fruit and blending mean a similarly priced juice will offer only 50 per cent profit margins for the juicer, making the juice bar business even more reliant on its edible output. Add to this the effects of the British cold spell, which, unlike the US, lasts for ten months of our year, and convincing the public will take a lot of hard work.

This is a challenge all of the juice bar owners have accepted. All are young, male, middle-class entrepreneurs who each claim to have gained the definitive "juicing knowledge" after intensive employment in the juice outlets of the US. James Deen, the owner of Crussh, in the City, says he will open two more sites in the capital by June. He is sceptical about his competitors' fruit and veg know-how. "People get into this industry with an idea that they can create their dream without looking at numbers. It's not hard to come up with a juice business, but it is very hard to make it profitable." With profit margins of 70 per cent since they opened in October, Mr Deen has no qualms about selling coffee, sushi and muffins to buoy up the dicey juice-side of the business.

"Juice isn't about putting nice-tasting stuff in a cup," he says, somewhat surprisingly. "It's about stimulating customers and convincing them it's more than just a drink." And this, for a drinks industry, will be their toughest problem.

RICHARD CANNON

Fresh 'n Smooth, at Canary Wharf in London, operates using a health-by-stealth concept

Juice bars put squeeze

RICHARD CANNON

Mark Chaplin with his sister, Sarah Chaplin-Lee, says that the race is on to expand nationally as quickly as possible

Victoria Fletcher discovers how an unripened industry is stirring a blend of ingredients for success

First it was healthclubs, then it was coffee houses and now it's juice bars. Just as Britain thinks it has grasped the latest trend from across the Atlantic and is confident that bagel and coffee refill is a better breakfast than toast and marmalade, another, more complicated concept bursts on to the market.

This year the juice bar, once only the earthy retreat for sandalled eco-types, is to go mainstream, with a tripling in the number of specialised outlets planned within the next few months. With a menu that makes a decaf, non-dairy, fat-free iced *latte* look basic, juice bars hope that the growing desire to be healthy will override the fear of the unknown vegetable and make freshly blended juice the nation's favourite early-morning pick-me-up.

For the past two years, juice bars have been tentatively trying to break into the UK marketplace. After thriving in the US throughout the Nineties, it seemed the obvious copycat success story, since both healthclubs and coffee shops did as well over here as they had done over there. Surprisingly, the market in Britain has been far less receptive. Within a few months of opening in 1998, a couple of London's first juice bars went under. Then late last year, one named Juice managed to get the mix of ingredients just right.

Unlike many of their US counterparts which offer only drinks, the key to successful juice bars in Britain is balancing the offer of freshly blended fruits with a spread of meals and snacks. The British idea of healthy living seems to also require sandwiches, soup, coffee and, of course, a totally natural, icing-smothered squidgy cake.

In just the past six months, a further three juice bars have opened in London, each with their own recipes not just for fruit and vegetable blends but for ambitious expansion that could see the industry multiplying to coffee-bar proportions in less than two years.

And if the juicers are to be believed, juice *is* the new coffee. Just as the big coffee companies battled it out for market domination, ending in Starbucks's triumphant takeover of Seattle Coffee Co, the same is about to happen between these fresh-fruit blenders. Mark Chaplin, the 26 year-old founder of juicemoose, says the race is on to expand as quickly as possible and so become a national and immediately recognisable name in the juice bar market. Although at present he has only three juice bars, Mr Chaplin hopes to expand to 47 by 2001 with an operating profit of £1.5 million.

"I suppose we just don't know if it is going to be popular," Mr Chaplin said. "Whether we can educate people about why they should drink juice will be the key to whether we succeed or fail."

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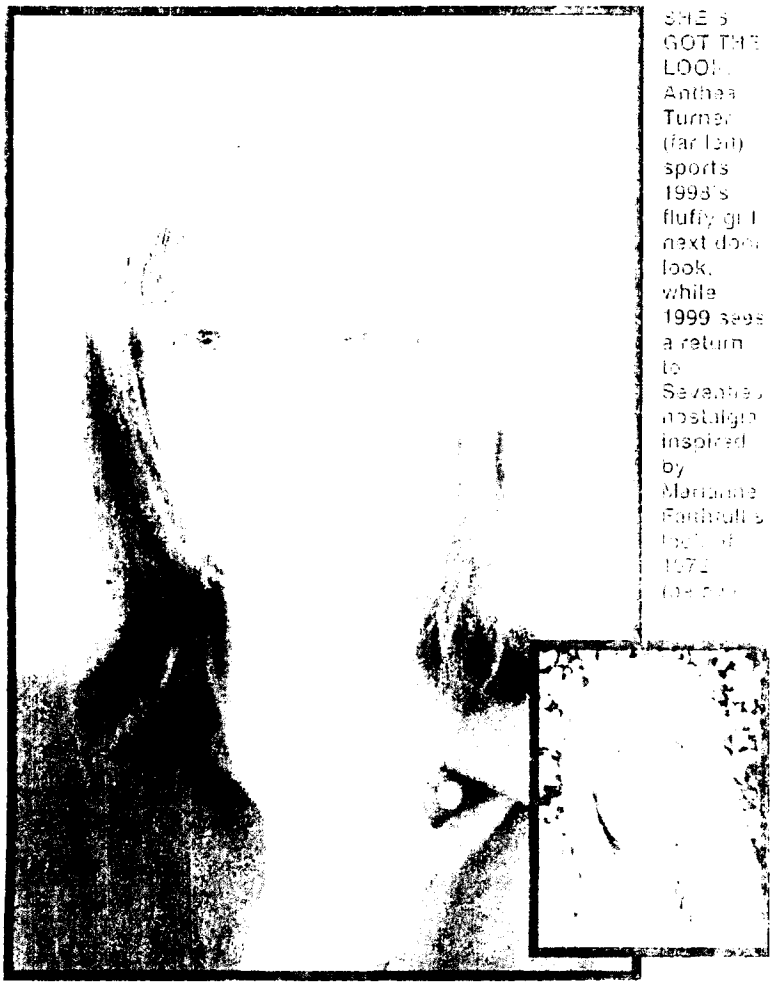
Fresh 'n Smooth, at

# of 98 and



SHE'S GOT THE LOOK: Anthea Turner (far left) sports 1998's fluffy girl next door look, while 1999 sees a return to Seventies nostalgia inspired by Marianne Faithfull's look of 1972 [illegible]

THIS YEAR'S HEAD GIRL: Clothes: Catherine [illegible]; Make-up: Nicola Coleman; Hair: The Gallery; Colour: [illegible]

Photographs [illegible]

[illegible]

You could also be wearing pointed lounge slippers as we head into an era of unfinished raw spaces that need something comfortable to wear on your feet. You will not be listening to the Spice Girls, the cool hunters say, but you could be tuning into the Honeyz who are serious contenders for the Best New Band at the Brit Awards.

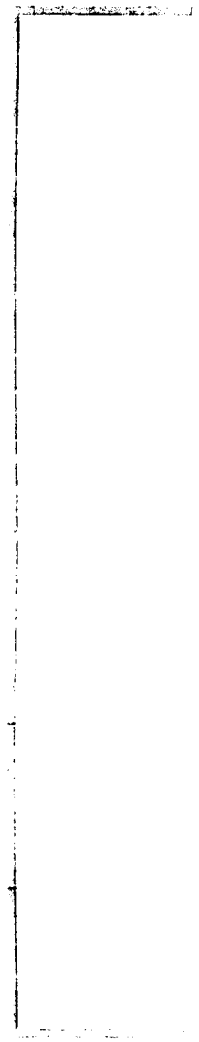
The good news is that the three-course meal in a posh restaurant is out. According to Marks and Spencer's Sue Sadler, it's time to return to bistro-style French [illegible] out your [illegible] van pots.

Australian [illegible] Malaysian and [illegible] have been forced out to make [illegible] pots of French [illegible] haricots beans and [illegible] (cassoulet).

Nouvelle cuisine [illegible] British cooking [illegible] the [illegible]

[illegible] shopping [illegible] to Hong Kong [illegible] Paris or Dinan which boasts [illegible] Promise [illegible]

[illegible]



STAR [illegible]

[illegible]

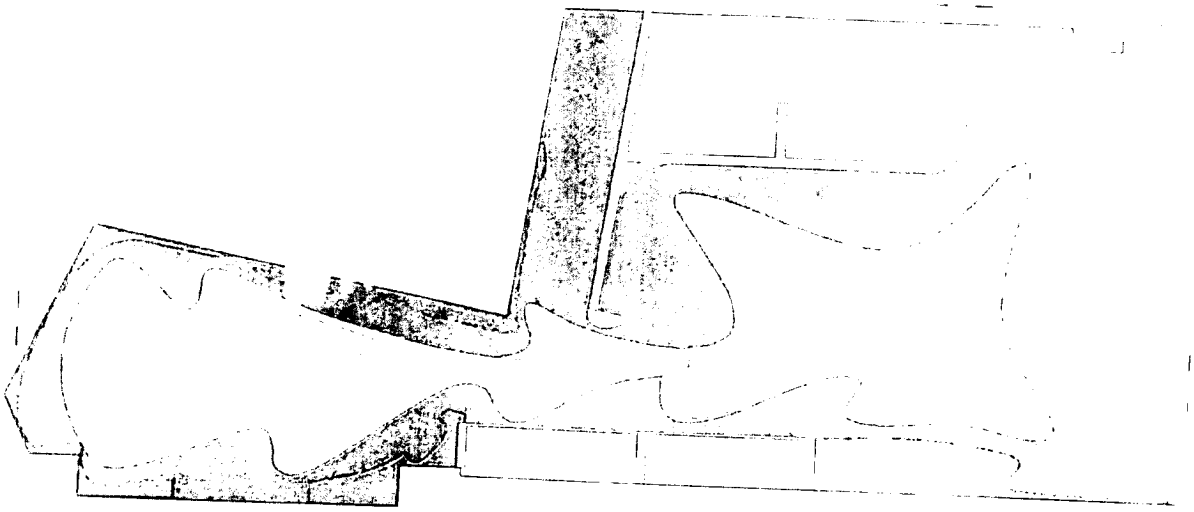
BITTEN BY THE BUG: Volkswagen Beetle

Juicy, fruity and fresh

[illegible]

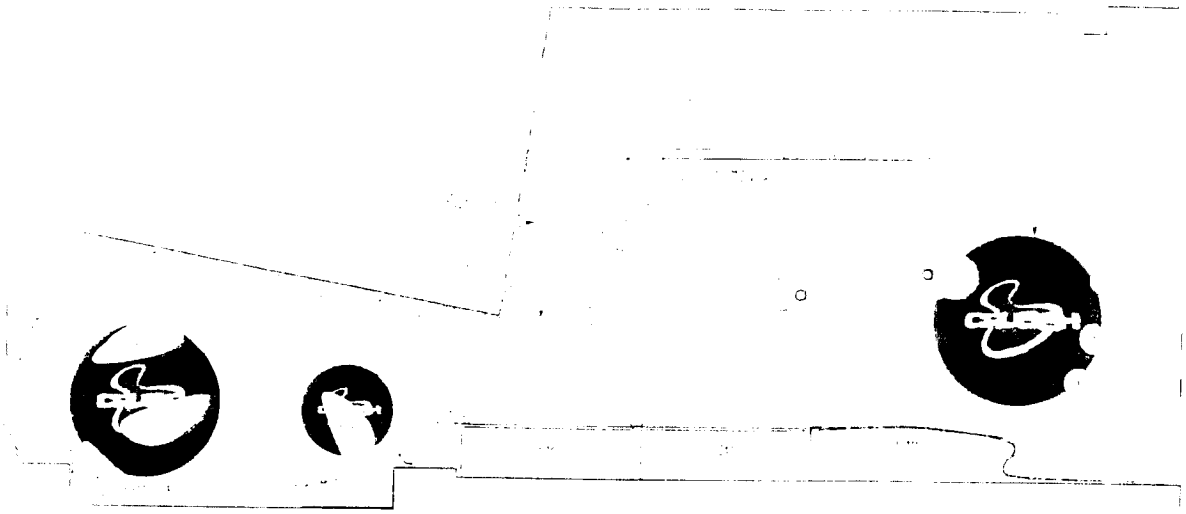
[illegible]

[illegible]



A splash of colour behind a listed facade

Space to lounge, juice-imbibe, and watch Crussh TV



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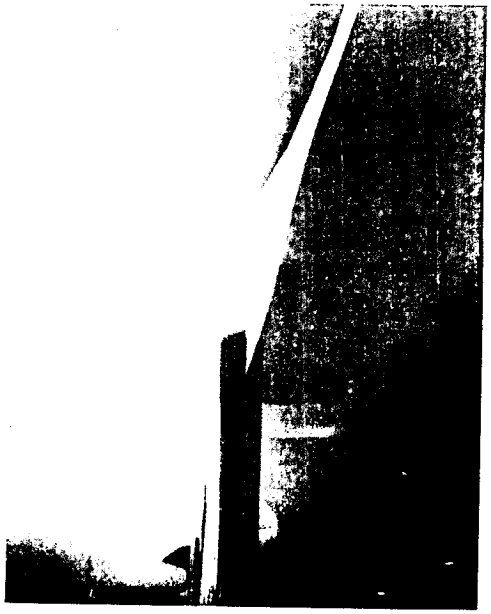


A ceiling-raft to remember

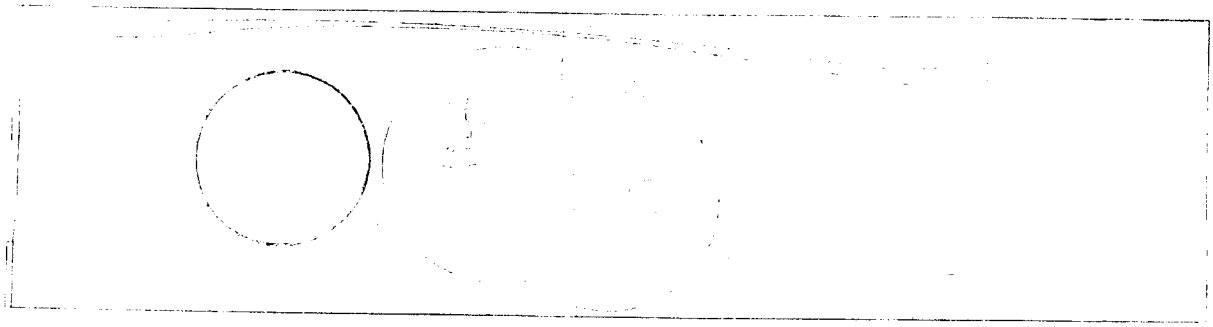
planners, and the team had to content itself with painting the shopfront purple, writing [illegible] in gold leaf lettering, and designing psychedelic graphics for the modest panel in the window onto the street. Customers help themselves to snacks displayed behind coloured perspex, and order juice from the multi-coloured counter. Those in a hurry can sit on tractor seats at a street at a counter of polished American walnut which overlooks the street, while at the back of the shop the more leisurely can lounge on seats made from a patchwork of red, green, blue and yellow leather, and relax in front of [illegible].

The overall effect is of an exercise which borders on vulgarity, and is particularly welcome in the stuffy context of the City. Expect to see more of Crussh soon – five further units are planned within the next year.

CREDITS

ARCHITECT Richard Hywel Evans
ARCHITECTURE & DESIGN Richard Hywel Evans, Rietro Granaiola, Simon Leslie
CLIENT Crussh Global
CONTRACTOR & FURNITURE [illegible]
GRAPHIC DESIGN [illegible]
SUPPLIERS [illegible]

The bar – for those who prefer to watch the street



CERTIFICATE OF SERVICE

I hereby certify that I caused a true and correct copy of the foregoing **Opposer/Petitioner's Notice of Reliance on Applicant/Registrant's Discovery Responses** to be to be served by prepaid, First Class mail on Applicant/Registrant's attorney, Jason M. Drangel, Esq., Epstein Drangel Bazerman & James LLP, 60 East 42nd Street, Suite 820, New York, New York 10165, this 1st day of June, 2009.

Laura Popp-Rosenberg

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC.,	:	
Opposer/Petitioner,	:	Consolidated Proceedings
	:	Opposition No. 91180742
- against -	:	Cancellation No. 92048446
KRUSH GLOBAL LIMITED,	:	
Applicant/Registrant.	:	

OPPOSER/PETITIONER'S NOTICE OF RELIANCE ON APPLICANT/REGISTRANT'S DISCOVERY RESPONSES

Pursuant to Rule 2.120(j) of the Trademark Rules of Practice, Opposer/Petitioner Dr Pepper/Seven Up, Inc. ("Opposer") hereby makes of record and notifies Applicant/Registrant Krush Global Limited ("Applicant") of its reliance on the following:[1]

1. Applicant's responses to Opposer's Requests for Admission Nos. 6, 13, 14, 15, and 18, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX200**;

2. Applicant's responses to Opposer's Requests for Admission Nos. 21, 22, 23 and 24, dated October 10, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX201**;

[1] The discovery responses identified in Paragraphs 1 through 4 and 6 herein use terms that were defined in the written discovery requests. For the convenience of the Board, a copy of Opposer/Registrant's First Set of Interrogatories to Applicant/Registrant, served in connection with this proceeding on February 21, 2008, which shows the definitions used across Opposer's discovery requests, is attached hereto as **Opposer's Exhibit PX199**.

4. Applicant's responses to Opposer's Interrogatories Nos. 1, 3, 4, 6, 7, 8, 9, 10, 11, 12, 19, 21, 22, 23 and 24, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX202**;

5. Correspondence between counsel for Opposer and counsel for Applicant, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX203**, in which Applicant states that the only document it produced in response to Interrogatory No. 3 is "Doc. No. 25";

6. Applicant's responses to Opposer's Requests for the Production of Documents and Things Nos. 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 21, 22, 23, 32 and 33, dated April 18, 2008, a true and correct copy of which is attached hereto as **Opposer's Exhibit PX204**;

7. Materials produced by Applicant in this proceeding,[2] true and correct copies of photographs of which are attached hereto as **Opposer's Exhibit PX206**;[3] and

8. All documents produced by Applicant in this proceeding, true and correct copies of which are attached hereto as **Opposer's Exhibit PX208**.

---

[2] The parties have agreed that all produced documents and things are made of record for the proceedings, so that the parties can avoid the authentication procedure set forth in Trademark Board Manual of Procedure Section 704.11(1). Attached hereto as **Opposer's Exhibit PX205** is a true and correct copy of a letter confirming the foregoing agreement.

[3] The materials shown in Opposer's Exhibit PX206 were produced by Applicant as physical specimens and were produced without production numbers. Attached hereto as **Opposer's Exhibit PX207** is a Second Trial Declaration of Mario Ortiz, dated June 1, 2009, certifying that the photographs are true and accurate representations of the originally produced physical specimens.

Respectfully submitted,

Dated: New York, New York
June 1, 2009

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: _____

Barbara A. Solomon
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lpopp-rosenberg@frosszelnick.com

Attorneys for Opposer/Petitioner Dr Pepper/ Seven Up, Inc.

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX199

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC.,	
Opposer/Petitioner,	Consolidated Proceedings Opposition No. 91180742 Cancellation No. 92048446
- against -	
KRUSH GLOBAL LIMITED,	
Applicant/Registrant.	

OPPOSER/PETITIONER'S FIRST SET OF INTERROGATORIES TO APPLICANT/REGISTRANT

Pursuant to 37 C.F.R. § 2.120 and Rules 26 and 33 of the Federal Rules of Civil Procedure, Opposer/Petitioner Dr Pepper/Seven Up, Inc. hereby requests that Applicant/Registrant Krush Global Limited answer the following interrogatories by serving written responses thereto at the offices of Dr Pepper/Seven Up, Inc.'s attorneys, Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, Attention: Laura Popp-Rosenberg, within the time specified by the Trademark Rules of Practice and the Federal Rules of Civil Procedure.

DEFINITIONS

A. "Agreement" means any written or oral contract, understanding, agreement or agreement in principle, all schedules, exhibits or other documents ancillary thereto or referred to therein, and all drafts of and amendments to the foregoing.

B. "All" and "each" shall be construed as "all and each."

C. "And" and "or" shall be construed either disjunctively or conjunctively as necessary to bring within the scope of the discovery request all responses that might otherwise be construed to be outside of its scope.

D. "Applicant" means Krush Global Limited and any company controlled by or affiliated with it; any division, parent, subsidiary, licensee, franchisee, successor, predecessor-in-interest, assign or other related business entity; and every officer, employee, agent, attorney or other person acting or purporting to act on its behalf or through whom it acts or has acted, and the predecessors or successors of any of them.

E. "Cancellation" means the Petition for Cancellation filed in Cancellation No. 92048446.

F. "Cancellation Answer" means the Answer filed by Krush Global Limited in Cancellation No. 92048446.

G. "Communication" means, without limitation, the transmittal of information (in the form of facts, ideas, inquiries or otherwise), including, but not limited to, meetings, discussions, conversations, telephone calls, recordings, photographs, notes, memoranda, letters, facsimiles, email and the transmittal of information in the form of agreements.

H. "Concerning" means relating to, referring to, describing, evidencing or constituting.

I. "CRUSSH Outlet" means a café, restaurant, juice bar or other service facility offering food and/or beverages operating under the CRUSSH brand.

J. "Describe," with respect to oral communications, means to state or identify the date, time of day, duration, location, persons involved, witnesses, physical occurrences, and a summary of the substance of any conversations. With respect to documents, "describe" means to

identify the type of document, its date, its author, its recipients, and to offer a summary of the substance thereof.

K. "Document" is used in the broadest sense possible consistent with the Federal Rules of Civil Procedure as adopted by the Trademark Rules of Practice and includes, without limitation, non-identical copies (whether different from the original because of underlining, editing marks, notes made on or attached to such copy, or otherwise), and drafts, whether printed or recorded (through a sound, video or other electronic, magnetic or digital recording system) or reproduced by hand, including but not limited to writings, recordings, photographs, letters, correspondence, purchase orders, invoices, facsimiles, telegrams, telexes, memoranda, records, summaries, minutes, records or notes of personal conversations, interviews, meetings and/or conferences, note pads, notebooks, postcards, "Post-It" notes, stenographic or other notes, opinions or reports of consultants, opinions or reports of experts, projections, financial or statistical statements or compilations, checks (front and back), contracts, agreements, appraisals, analyses, confirmations, publications, articles, books, pamphlets, circulars, microfilms, microfiche, reports, studies, logs, surveys, diaries, calendars, appointment books, maps, charts, graphs, bulletins, tape recordings, videotapes, disks, diskettes, compact discs (CDs), data tapes or readable computer-produced interpretations or transcriptions thereof, electronically-transmitted messages (email), voicemail messages, inter-office communications, advertising, packaging and promotional materials, and any other writings, papers and tangible things of whatever description whatsoever, including but not limited to all information contained in any computer or electronic data processing system, or on any tape, whether or not already printed out or transcribed.

L. "Identify" when used in reference to:

i) a current officer or employee of Applicant means to state the person's full name and title or position;

ii) a former officer or employee of Applicant means to state, to the extent known, the person's full name, last title or position with Applicant, and the person's present business affiliation, and business addresses and telephone number or residential address and telephone number;

iii) any other person means to state, to the extent known, the person's full name, present or last known address, and the current or last known place of employment and business addresses and telephone number;

iv) an oral communication means to describe the date and time of the communication, the place where the communication occurred, the persons involved in the communication, any other person present, and the substance of the communication;

v) a business entity or institution means to state, to the extent known, its full name, address and telephone number;

vi) a document means to describe the document with specificity, including, where applicable, the subject matter of the document, its date, the name, title and address of each writer or sender and each recipient, its present location and custodian, and, if any such document is not in Applicant's possession or subject to its control, state what disposition was made of it, by whom, and the date thereof. Applicant may furnish a copy of the document in lieu of identifying it, provided: (a) the document contains the above information or Applicant separately furnishes such information when furnishing the document, (b) Applicant identifies the production number

of such document in its response; and (c) Applicant follows the Instructions set forth in Opposer's First Set of Requests for the Production of Document and Things to Applicant.

M. When not capitalized, "mark," "trademark" and "trade name" each incorporate trademarks, service marks, trade names and service names.

N. "Mark" or "Marks" means any and all word(s), term(s), phrase(s), name(s) or mark(s) that include(s) the mark CRUSSH as shown in Application Serial No. 79033050 or Registration No. 3275548.

O. "Market Research" includes all surveys, polls, focus groups, trademark and/or any other search reports, market research studies and other investigations, whether or not such investigations were completed, discontinued or fully carried out.

P. "Opposer " means Dr Pepper/Seven Up, Inc.

Q. "Opposer's Marks" means the trademarks pleaded in the Notice of Opposition in Opposition No. 91180742 and the Petition for Cancellation in Cancellation No. 92048446, and all marks used by Opposer incorporating the term CRUSH.

R. "Opposition" means the Notice of Opposition filed in Opposition No. 91180742.

S. "Opposition Answer" means the Answer filed by Krush Global Limited in Opposition No. 91180472.

T. "Person" means any natural person or any business, legal or governmental entity or association.

U. "Set Forth the Basis" with respect to an allegation or denial of an allegation means to state all facts, evidence and legal bases on which Applicant is relying herein in support of such allegation or denial and to identify all documents concerning such allegation or denial (including both those supporting and those tending to negate the allegation or denial).

V. "Thing" means any tangible object.

W. The use of the singular form of any word includes the plural and vice versa.

X. References to the masculine gender shall apply equally to the feminine gender.

INSTRUCTIONS

1. Should Applicant claim that any particular interrogatory is beyond the scope of permissible discovery, Applicant should specify in detail each and every ground on which such claim rests.

2. Should Applicant find any interrogatory or any term used in an interrogatory to be vague, ambiguous, subject to varying interpretations or unclear, Applicant should identify the matter deemed to be ambiguous, vague, subject to interpretation or unclear, state its understanding of the disputed matter, and respond to the best of its ability in accordance with that understanding.

3. Should Applicant be unable to answer any interrogatory in full, Applicant should answer the interrogatory to the fullest extent possible, specify the reasons for the inability to answer the remainder, and state whatever information Applicant has concerning the unanswered portion.

4. If a claim of privilege is asserted in objecting to any interrogatory or any aspect or portion thereof, and a full answer is not or will not be provided on the basis of such assertion, Applicant should offer a statement signed by an attorney representing Applicant setting forth as to each such interrogatory or aspect or portion thereof the nature of the privilege (including work product) being claimed. Applicant should answer each interrogatory and each part thereof not requesting privileged information.

5. Applicant must answer each interrogatory and each part thereof separately and fully to the extent no objection is made.

6. Any objection to any interrogatory for which a basis has not been specifically stated within the time provided by the Federal Rules of Civil Procedure shall be waived

7. For the convenience of the Board and the parties, Applicant should quote each interrogatory in full immediately preceding the response.

8. These interrogatories shall be deemed continuing. Should Applicant at any time after preparing and furnishing the requested information ascertain or acquire additional responsive information, Applicant should produce such supplemental information to Opposer within thirty (30) days but in no event later than the day before the trial period opens.

INTERROGATORIES

Interrogatory No. 1

Describe in detail all of Applicant's reasons for selecting the Mark, including the meaning and derivation of the Mark.

Interrogatory No. 2

State when and Describe how Applicant first became aware of any of Opposer's Marks.

Interrogatory No. 3

Identify all third parties who are making actual use of the designation CRUSH or any phonetic equivalent thereof, either alone or in conjunction with other terms or symbols, as a mark for foods, beverages or related services.

Interrogatory No. 4

For each third party identified in response to Interrogatory No. 3, identify:

(a) the mark used by such third party;

(b) the specific goods or services in connection with which the mark has been used;

(c) the annual sales volumes for goods or services sold under the mark;

(d) the third party's annual expenditures to advertise, market or otherwise promote the mark; and

(e) the percentage share of the total market in which the third party operates enjoyed by goods or services sold under the mark.

Interrogatory No. 5

Describe in detail how Applicant's goods and services under the Mark have been, or are intended to be, advertised, marketed, promoted and/or publicized in the United States. Where applicable, the response should include each type of media (*e.g.*, newspapers, television) and media outlet (*e.g.*, *The New York Times*, CBS) through which such activity was, or is intended to be, conducted.

Interrogatory No. 6

Set Forth the Basis for the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands," including by identifying and describing the specific conduct constituting the alleged unclean hands.

Interrogatory No. 7

Set Forth the Basis for the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

Interrogatory No. 8

Set Forth the Basis for the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term 'CRUSH' in connection with food and beverage related goods/services," including by identifying all alleged acts of acquiescence and all alleged third party mark referenced in the Affirmative Defense.

Interrogatory No. 9

Set Forth the Basis for the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

Interrogatory No. 10

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

Interrogatory No. 11

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . . weak."

Interrogatory No. 12

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . . commonly used by third parties," including by identifying all such third parties.

Interrogatory No. 13

Identify all steps taken to use the Mark in the United States.

Interrogatory No. 14

Identify the number and location of all CRUSSH Outlets.

Interrogatory No. 15

How many CRUSSH Outlets does Applicant intend to open in the United States in the next five years?

Interrogatory No. 16

Does Applicant intend that CRUSSH Outlets in the United States will be company-owned, franchised, a mix of both or some other ownership scheme?

Interrogatory No. 17

Identify all Persons authorized by Applicant to use the Mark in the United States, including but not limited to licensees and franchisees.

Interrogatory No. 18

Identify all Persons Applicant has approached, or with whom Applicant has negotiated, for purposes of franchising or licensing the Mark for use in the United States, including but not limited to any investors or prospective investors.

Interrogatory No. 19

Describe how the Mark appears or is intended to appear at CRUSSH Outlets in the United States, including but not limited to the placement of all CRUSSH signage.

Interrogatory No. 20

Identify and describe any plans to sell CRUSSH-branded food or beverages outside CRUSSH Outlets.

Interrogatory No. 21

Describe how the Mark appears on or is it intended to appear on beverage containers.

Interrogatory No. 22

Set forth any evidence that Applicant's consumers or target consumers for goods and services under the Mark do not overlap with Opposer's consumers for goods and services under Opposer's Marks.

Interrogatory No. 23

Identify, Describe and set forth the results of any Market Research commissioned or received by or on behalf of Applicant relating to any of the issues in this opposition proceeding, including but not limited to Market Research relating to any likelihood of or actual confusion between the parties' respective marks.

Interrogatory No. 24

Identify, Describe and set forth the results of any Market Research of which Applicant is aware Concerning the Mark.

Interrogatory No. 25

Set forth all reasons why Applicant sought to amend Application Serial No. 79033050 to delete International Classes 29 and 32.

Interrogatory No. 26

Set forth all reasons why Applicant did not seek to register the mark shown in Registration No. 3275548 for goods in International Classes 29 and 32.

Interrogatory No. 27

Identify each Person who assisted Applicant in preparing answers to these interrogatories, specifying each answer for which such assistance was given by such person.

Dated: New York, New York
February 21, 2008

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: _____
Barbara A. Solomon
Laura Popp-Rosenberg
866 United Nations Plaza
New York, New York 10017
(212) 813-5900

Attorneys for Opposer/Petitioner
Dr Pepper/Seven Up, Inc.

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing Opposer/Petitioner's First Set of Interrogatories to Applicant/Registrant was served by prepaid, first class mail on Applicant/Registrant's attorney, Jason M. Drangel, Esq., Epstein Drangel Bazerman & James LLP, 60 East 42nd Street, Suite 820, New York, New York 10165, this 21st day of February, 2008.

Laura Popp-Rosenberg

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX200

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC. Opposer/Petitioner, v. KRUSH GLOBAL LIMITED, Applicant/Registrant	Consolidated Proceedings Opposition No. 91180742 Cancellation No. 92048446

RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF REQUESTS FOR ADMISSION TO APPLICANT/REGISTRANT

Applicant/Registrant, Krush Global Limited ("KRUSH" or "Applicant") responds to Opposer/Petitioner's Dr. pepper/Seven Up, Inc.'s ("Opposer") requests that Applicant admit or deny the truth of the statements set forth below as follows:

I. GENERAL OBJECTIONS

Applicant hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. Applicant objects to each Admission Request in Opposer's First Set of Admissions to the extent it imposes obligations on Applicant beyond those required by the Federal Rules of Civil Procedure.

2. Applicant objects to each Admission Request to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law. Nothing in Applicant's responses to Opposer's Admission Requests is intended as, or shall in

any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. Applicant objects to each Admission Request to the extent that it purports to require Applicant to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between Applicant and a third party which by its terms may not be disclosed by Applicant. Applicant will not disclose any such information absent the consent of the third party in question or the entry of a protective order by the Board.

4. Applicant objects to each Admission Request to the extent that it seeks information that is not in the possession, custody, or control of Applicant.

5. Applicant objects to each Admission Request as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer from other sources.

6. Applicant objects to each Admission Requests to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. Applicant objects to each Admission Request to the extent it asks for duplicative or cumulative information.

8. Applicant objects to each Admission Request as unduly burdensome insofar as it may be construed to require Applicant to create or compile documents or things.

9. Applicant objects to each Admission Request to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. Applicant objects to each Admission Request to the extent that it calls for

information that is not now known by or reasonably available from sources within the custody or control of Applicant. Applicant's search for information is ongoing. Applicant reserves the right to rely on facts, documents, or other evidence that may develop or come to Applicant's attention at a later time, or that are produced by the other party in or third parties to this action. Applicant's responses are based on information presently known to Applicant and are set forth without prejudice to Applicant's right to assert additional objections and/or provide supplemental responses should Applicant discover additional grounds for objections or additional documents or information. Applicant reserves the right to supplement or amend its responses to Opposer's Admission Requests at any time prior to the trial(s) of this proceeding.

11. Applicant's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Admission Requests; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Admission Requests, all of which objections are reserved and may be interposed at the time of trial.

REQUESTS FOR ADMISSION

1. CRUSH and CRUSSH are pronounced the same.

RESPONSE:

Denied.

2. CRUSH and CRUSSH are phonetic equivalents.

RESPONSE:

Denied.

3. CRUSH and CRUSSH are similar in appearance.

RESPONSE:

Denied.

4. Applicant has no evidence that CRUSSH has a different commercial impression than CRUSH.

RESPONSE:

Denied.

5. Applicant has no evidence that consumers perceive CRUSSH to have a different meaning than CRUSH.

RESPONSE:

Denied.

6. Applicant intends to offer beverages at its CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

7. Applicant is aware that STARBUCKS products are sold both at STARBUCKS-

branded outlets and through third party retailers.

RESPONSE:

Denied.

8. Applicant is aware that A&W products are sold both at A&W-branded outlets and through third party retailers

RESPONSE:

Denied.

9. Applicant intends to sell CRUSSH-branded products through retail trade channels other than CRUSSII Outlets.

RESPONSE:

Denied.

10. Prior to adopting the Mark, Applicant was aware of Opposer's use of the mark CRUSH.

RESPONSE:

Denied.

11. Prior to adopting the Mark, Applicant was aware of the CRUSH mark used in connection with beverages in the United States.

RESPONSE:

Denied.

12. Applicant was aware of Opposer's use of the CRUSH mark prior to filing Application S.N. 79/033.050.

RESPONSE:

Denied.

13. Applicant has no evidence that its customer for goods and services under the Mark would not overlap with customers for goods under Opposer's Marks.

RESPONSE:

Admitted.

14. Applicant has no evidence that the consumers of goods to be offered under the Mark are sophisticated.

RESPONSE:

Admitted.

15. Applicant has no evidence that Opposer's Marks are not famous in the United States.

RESPONSE:

Admitted.

16. Applicant is not aware of any third party who uses the mark CRUSH or a phonetic equivalent thereof, without any other words, terms of symbols, in connection with beverages in the United States.

RESPONSE:

Denied.

17. Applicant is not aware of any third party who uses the mark CRUSH or a phonetic equivalent thereof, without any other words, terms of symbols, in connection with food in the United States

RESPONSE:

Denied.

18. The Mark has not been used in the United States.

RESPONSE:

Admitted.

19. Other than filing trademark Application Serial No. 79033050 and Application Serial No. 79030220, Applicant has taken no steps to use the Marks in the United States.

RESPONSE:

Denied.

20. Applicant has no contracts to operate, whether directly or indirectly, any CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

KRUSH GLOBAL LIMITED

By: _____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

EPSTEIN DRANGEL
BAZERMAN & JAMES, LLP
Attorneys for Opposer

Dated:
New York, New York

By: _____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

Admitted.

19. Other than filing trademark Application Serial No. 79033050 and Application Serial No. 79030220, Applicant has taken no steps to use the Marks in the United States.

RESPONSE:

Denied.

20. Applicant has no contracts to operate, whether directly or indirectly, any CRUSSH Outlets in the United States.

RESPONSE:

Admitted.

KRUSH GLOBAL LIMITED

By:_____.
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

EPSTEIN DRANGEL BAZERMAN & JAMES, LLP
Attorneys for ~~Opposer~~ Applicant.

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO REQUEST FOR ADMISSION was served by ~~electronic~~ mail, on this 13th day of April, 2008, upon Opposer's counsel at: First class

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX201

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC. Opposer/Petitioner, v. KRUSH GLOBAL LIMITED, Applicant/Registrant	Consolidated Proceedings Opposition No. 91180742 Cancellation No. 92048446

RESPONSE TO OPPOSER/PETITIONER'S SECOND SET OF REQUESTS FOR ADMISSION TO APPLICANT/REGISTRANT

Applicant/Registrant, Krush Global Limited ("KRUSH" or "Applicant") responds to Opposer/Petitioner's Dr. Pepper/Seven Up, Inc.'s ("Opposer") requests that Applicant admit or deny the truth of the statements set forth below as follows:

I. GENERAL OBJECTIONS

Applicant hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. Applicant objects to each Admission Request in Opposer's First Set of Admissions to the extent it imposes obligations on Applicant beyond those required by the Federal Rules of Civil Procedure.

2. Applicant objects to each Admission Request to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law. Nothing in Applicant's responses to Opposer's Admission Requests is intended as, or shall in

any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. Applicant objects to each Admission Request to the extent that it purports to require Applicant to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between Applicant and a third party which by its terms may not be disclosed by Applicant. Applicant will not disclose any such information absent the consent of the third party in question or the entry of a protective order by the Board.

4. Applicant objects to each Admission Request to the extent that it seeks information that is not in the possession, custody, or control of Applicant.

5. Applicant objects to each Admission Request as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer from other sources.

6. Applicant objects to each Admission Requests to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. Applicant objects to each Admission Request to the extent it asks for duplicative or cumulative information.

8. Applicant objects to each Admission Request as unduly burdensome insofar as it may be construed to require Applicant to create or compile documents or things.

9. Applicant objects to each Admission Request to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. Applicant objects to each Admission Request to the extent that it calls for

information that is not now known by or reasonably available from sources within the custody or control of Applicant. Applicant's search for information is ongoing. Applicant reserves the right to rely on facts, documents, or other evidence that may develop or come to Applicant's attention at a later time, or that are produced by the other party in or third parties to this action. Applicant's responses are based on information presently known to Applicant and are set forth without prejudice to Applicant's right to assert additional objections and/or provide supplemental responses should Applicant discover additional grounds for objections or additional documents or information. Applicant reserves the right to supplement or amend its responses to Opposer's Admission Requests at any time prior to the trial(s) of this proceeding.

11. Applicant's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Admission Requests; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Admission Requests, all of which objections are reserved and may be interposed at the time of trial.

REQUESTS FOR ADMISSION

21. Applicant has no evidence of the sales volume of any third-party beverages sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

22. Applicant has no evidence of expenditures by any third party to advertise, market or otherwise promote a beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

23. Applicant has no evidence of the percentage sales share of the total beverage market held by any third-party beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

24. Applicant has no evidence of the percentage sales share of the total soft drink market held by any third-party beverage sold in the United States under the mark CRUSH.

RESPONSE

Admitted.

KRUSH GLOBAL LIMITED

By: James Learmond
Name: James Learmond
Title: Chairman and Director

20/08/2008 09:01 01438871825 LEARMOND PAGE 02

AS TO OBJECTIONS:

EPSTEIN DRANGEL
BAZERMAN & JAMES, LLP
Attorneys for Opposer

Dated:
New York, New York

By:_____

Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO REQUEST FOR ADMISSION was served by electronic mail, on this 10th day of October, 2008, upon Opposer's counsel at:

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX202

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC. Opposer/Petitioner, v. KRUSH GLOBAL LIMITED, Applicant/Registrant	Consolidated Proceedings Opposition No. 91180742 Cancellation No. 92048446

RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF INTERROGATORIES TO APPLICANT/REGISTRANT

Pursuant to Rule 33 of the Federal Rules of Civil Procedure, Krush Global Limited, Applicant/Registrant, LLC (hereinafter "KRUSH" or "Applicant") hereby responds to Opposer/Petitioner, Dr. Pepper/Seven Up, Inc. (hereinafter "Opposer/Peitioner") First Set of Interrogatories.

General Objections

KRUSH hereby asserts the following General Objections and incorporates its General Objections in each of the individual responses set forth below:

1. KRUSH objects to each definition, instruction, and Interrogatory in the First Set of Interrogatories to the extent it imposes obligations on KRUSH beyond those required by the Federal Rules of Civil Procedure.

2. KRUSH objects to each definition, instruction, and Interrogatory to the extent it seeks information protected by the attorney-client privilege, the work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional,

or common law. Nothing in KRUSH's responses to Interrogatories is intended as, or shall in any way be deemed, a waiver of any attorney-client privilege, work-product doctrine, or any other privilege or evidentiary principle available under federal or state statutory, constitutional, or common law.

3. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it purports to require KRUSH to disclose confidential or proprietary business information concerning itself or a third party or the content of any part of any agreement between KRUSH and a third party which by its terms may not be disclosed by KRUSH. KRUSH will not disclose any such information absent the consent of the third party in question or pursuant to the terms of the Protective Order entered in this action.

4. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it seeks information that is not in the possession, custody, or control of KRUSH.

5. KRUSH objects to each definition, instruction, and Interrogatory as being unduly burdensome to the extent it seeks information that is a matter of public record or that is equally available to Opposer/Peitioner from other sources.

6. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it seeks information that could be obtained more efficiently through other methods of discovery.

7. KRUSH objects to each definition, instruction, and Interrogatory to the extent it asks for duplicative or cumulative information.

8. KRUSH objects to each definition, instruction, and Interrogatory as unduly burdensome insofar as it may be construed to require KRUSH to create or compile documents or things.

9. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it requires interpretation and application of the legal conclusions and contentions of the parties.

10. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it contains any factual or legal misrepresentation.

11. KRUSH objects to each definition, instruction, and Interrogatory to the extent that it calls for information that is not now known by or reasonably available from sources within the custody or control of KRUSH. KRUSH's search for information is ongoing. KRUSH reserves the right to rely on facts, documents, or other evidence that may develop or come to KRUSH's attention at a later time, or that are produced by the other party in or third parties to this action. KRUSH's responses are based on information presently known to KRUSH and are set forth without prejudice to KRUSH's right to assert additional objections and/or provide supplemental responses should KRUSH discover additional grounds for objections or additional documents or information. KRUSH reserves the right to supplement or amend its responses to the Interrogatories at any time prior to the trial(s) of this proceeding. Any statement made herein is not an admission of any factual or legal contention contained in any Interrogatory.

12. KRUSH's responses and objections are made solely for the purpose of discovery in this action. Nothing herein is intended to waive the following objections, which are expressly reserved: all objections as to competency, relevancy, materiality, and admissibility of the subject matter of the Interrogatories; all objections as to vagueness, ambiguity, or undue burden; all objections to the use of any information, document or things identified or provided in response to these Interrogatories; all objections to any request for

further responses to these or other discovery requests; all objections to the privileged or work-product nature of any information, document or thing; and any other objections which would require or permit the exclusion from evidence of any information, document or things provided in response to these Interrogatories, all of which objections are reserved and may be interposed at the time of trial.

Subject to and without waiver of these General Objections, KRUSH responds to the Interrogatories as follows:

INTERROGATORIES

Interrogatory No. 1

Describe in detail all of Applicant's reasons for selecting the Mark, including the meaning and derivation of the Mark.

RESPONSE TO INTERROGATORY NO. 1:

Among other things, "crush" means a pressed or squeezed fruit drinks. Applicant decided to go into the squeezed fruit drink bar business. We wanted a "Crush" name with more distinction in sound and appearance. Accordingly, we decided to add an S to CRUS_H – resulting in a mark with a different appearance and sound: CRUSSH (long S).

Interrogatory No. 2

State when and Describe how Applicant first became aware of any of Opposer's Marks.

RESPONSE TO INTERROGATORY NO. 2:

Applicant did not become aware of Opposer or Opposer's Marks until this action.

Interrogatory No. 3

Identify all third parties who are making actual use of the designation CRUSH or any phonetic equivalent thereof, either alone or in conjunction with other terms or symbols, as a mark for foods, beverages or related services.

RESPONSE TO INTERROGATORY NO. 3:

Relevant documents evidencing known third party use will be produced.

Interrogatory No. 4

For each third party identified in response to Interrogatory No. 3, identify:

A. the mark used by such third party;

B. the specific goods or services in connection with which the mark has been used;

C. the annual sales volumes for goods or services sold under the mark;

D. the third party's annual expenditures to advertise, market or otherwise promote the mark; and

E. the percentage share of the total market in which the third party operates enjoyed by goods or services sold under the mark.

RESPONSE TO INTERROGATORY NO. 4:

Applicant does not have such information available regarding third party use.

Interrogatory No. 5

Describe in detail how Applicant's goods and services under the Mark have been, or are intended to be, advertised, marketed, promoted and/or publicized in the United States. Where applicable, the response should include each type of media (e.g., newspapers, television) and

media outlet (e.g., The New York Times, CBS) through which such activity was, or is intended to be, conducted.

RESPONSE TO INTERROGATORY NO. 5:

Applicant does not have a U.S. advertising or marketing plan.

Interrogatory No. 6

Set Forth the Basis for the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands," including by identifying and describing the specific conduct constituting the alleged unclean hands.

RESPONSE TO INTERROGATORY NO. 6:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 7

Set Forth the Basis for the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

RESPONSE TO INTERROGATORY NO. 7:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 8

Set Forth the Basis for the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term 'CRUSH' in connection with food and beverage related goods/services," including by identifying all alleged acts of acquiescence and all alleged third party mark referenced in the Affirmative Defense.

RESPONSE TO INTERROGATORY NO. 8:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 9

Set Forth the Basis for the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

RESPONSE TO INTERROGATORY NO. 9:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 10

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the

Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

RESPONSE TO INTERROGATORY NO. 10:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 11

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is ... weak."

RESPONSE TO INTERROGATORY NO. 11:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Interrogatory No. 12

Set Forth the Basis for the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUST-I as used by Opposer is . . . commonly used by third parties," including by identifying all such third parties.

RESPONSE TO INTERROGATORY NO. 12:

This is a contention interrogatory. The facts supporting this claim will be accumulated during the course of this action and presented at the end of discovery in a supplemental interrogatory response or at trial.

Unknown.

Interrogatory No. 17

Identify all Persons authorized by Applicant to use the Mark in the United States, including but not limited to licensees and franchisees.

RESPONSE TO INTERROGATORY NO. 17:

None.

Interrogatory No. 18

Identify all Persons Applicant has approached, or with whom Applicant has negotiated, for purposes of franchising or licensing the Mark for use in the United States, including but not limited to any investors or prospective investors.

RESPONSE TO INTERROGATORY NO. 18:

Relevant documents will be produced.

Interrogatory No. 19

Describe how the Mark appears or is intended to appear at CRUSSH Outlets in the United States, including but not limited to the placement of all CRUSSH signage.

RESPONSE TO INTERROGATORY NO. 19:

The intent would be to use the Mark as it is used in the existing twenty –four (24) locations. Sample evidence of how the Mark is used in the U.K. will be produced.

Interrogatory No. 20

Identify and describe any plans to sell CRUSSH-branded food or beverages outside CRUSSH Outlets.

RESPONSE TO INTERROGATORY NO. 20:

None.

Interrogatory No. 21

Describe how the Mark appears on or is it intended to appear on beverage containers.

RESPONSE TO INTERROGATORY NO. 21:

Relevant samples of how the Mark is used on beverage containers will be produced.

Interrogatory No. 22

Set forth any evidence that Applicant's consumers or target consumers for goods and services under the Mark do not overlap with Opposer's consumers for goods and services under Opposer's Marks.

RESPONSE TO INTERROGATORY NO. 22:

None.

Interrogatory No. 23

Identify, Describe and set forth the results of any Market Research commissioned or received by or on behalf of Applicant relating to any of the issues in this opposition proceeding, including but not limited to Market Research relating to any likelihood of or actual confusion between the parties' respective marks.

RESPONSE TO INTERROGATORY NO. 23:

None.

Interrogatory No. 24

Identify, Describe and set forth the results of any Market Research of which Applicant is aware Concerning the Mark.

RESPONSE TO INTERROGATORY NO. 24:

None.

Interrogatory No. 25

Set forth all reasons why Applicant sought to amend Application Serial No. 79033050 to delete International Classes 29 and 32.

RESPONSE TO INTERROGATORY NO. 25:

Applicant deleted the Class 29 and 32 goods as a courtesy to Opposer/Petitioner.

Interrogatory No. 26

Set forth all reasons why Applicant did not seek to register the mark shown in Registration No. 3275548 for goods in International Classes 29 and 32.

RESPONSE TO INTERROGATORY NO. 26:

Applicant was not advised by counsel to file in said classes.

Interrogatory No. 27

Identify each Person who assisted Applicant in preparing answers to these interrogatories, specifying each answer for which such assistance was given by such person.

RESPONSE TO INTERROGATORY NO. 27:

James Learmond, founder, director and chairman, prepared the responses for the Applicant.

KRUSH GLOBAL LIMITED

By:_____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

EPSTEIN DRANGEL
BAZERMAN & JAMES, LLP
Attorneys for Applicant/Registrant

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

RESPONSE TO INTERROGATORY NO. 27:

James Learmond, founder, director and chairman, prepared the responses for the Applicant.

KRUSH GLOBAL LIMITED

By:_____
Name: James Learmond
Title: Chairman and Director

AS TO OBJECTIONS:

EPSTEIN DRANGEL BAZERMAN & JAMES, LLP
Attorneys for Applicant/Registrant

Dated: 4/10/03
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
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Tel.: (212) 292-5390
Fax: (212) 292-5391

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO FIRST SET OF INTERROGATORIES was served by ~~electronic~~ First class mail, on this 18th day of April, 2008, upon Opposer's counsel at:

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX203

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STEPHEN BIGGER
ROGER L. ZISSU
RICHARD Z. LEHV
DAVID W. EHRLICH
SUSAN UPTON DOUGLASS
JANET L. HOFFMAN
PETER J. SILVERMAN
LAWRENCE ELI APOLZON
BARBARA A. SOLOMON
MARK D. ENGELMANN
NADINE H. JACOBSON
ANDREW W. FREDBECK
CRAIG S. MENDE
F. ALLISON STRICKLAND
JOHN P. MARGIOTTA
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BETSY JUDELSON NEWMAN
NICHOLAS H. EISENMAN
KATE HAZELRIG
SUZANNE WHITE
TODD MARTIN

May 16, 2008

BY EMAIL AND MAIL

Jason Drangel
Epstein Drangel Bazerman & James LLP
60 East 42nd Street, Suite 820
New York, New York 10165

Re: *Dr Pepper/Seven Up, Inc. v. Krush Global Ltd.*, Opp. No. 91180742 and Canc. No. 92048446 (Our Ref: DPSU 0708151)

Dear Jason:

We write with two goals. First, we are sending this letter pursuant to Trademark Rule of Practice 2.120 to see if we can resolve our concerns about the deficiencies in the responses of your client Krush Global Ltd. ("Krush Global") to Dr Pepper/Seven Up, Inc.'s First Set of Interrogatories and First Set of Requests for the Production of Documents and Things, as well as deficiencies in your client's document production, without resort to the Board. Second, we write seeking your consent to our client's intended motion to amend the Notice of Opposition and Petition for Cancellation.

Krush Global's Discovery Responses

Responses to the First Set of Interrogatories

Krush Global failed to provide substantive responses to Interrogatories No. 6 through 12, each of which asked Krush Global to set forth the basis for its various affirmative defenses. Instead, Krush Global stated that it would supply its responses at the conclusion of discovery or at trial. Neither the Federal Rules of Civil Procedure nor the Trademark Rules of Practice permit a party to arbitrarily select a date on which it will respond to duly-served discovery requests. While Krush Global may supplement its interrogatory responses as it obtains additional information during the course of discovery, it is not acceptable for the company to refuse to provide any response at this time, particularly since Krush Global is required to have had a good faith belief for pleading the affirmative defenses in its Answer. Your objection is not valid and

not based on any rule or case law. We therefore request that Krush Global immediately provide substantive, supplemental responses to Interrogatories No. 6 through 12.

Krush Global also responded to Interrogatory No. 3 by stating that responsive documents would be produced in lieu of a written answer. Under Federal Rule of Civil Procedure 33(d), Krush Global is required to "specify the records that must be reviewed, in sufficient detail to enable the interrogating party to locate and identify them as readily as the responding party could." Krush Global has not provided the required identifying information. Further, according to our review of the documents Krush Global has produced to date in this proceeding, Krush Global has not yet produced any documents in response to Interrogatory No. 3. This must be corrected.

Responses to the First Set of Requests for the Production of Documents and Things

Initially, we take objection to the statement in each of Krush Global's responses that documents will be produced to the extent such documents "are relevant to this U.S. action." As you know, the test for production is not "relevancy" but rather whether the request seeks documents that are reasonably calculated to lead to discovery of admissible evidence. Since Krush Global did not object to any of the discovery requests on this basis, you must produce all documents regardless of whether you consider them "relevant" or not.

As to Krush Global's document production, it does not appear that the documents have been produced either "as they are kept in the usual course of business" or "organize[d] and label[ed] . . . to correspond to the categories in the request," as required by Federal Rule of Civil Procedure 33(b)(2)(E)(i). Therefore, we request that Krush Global supplement its document production by providing an index identifying which documents (by production number) are responsive to which requests.

Finally, it does not appear as though Krush Global has produced documents in response to Document Requests No. 3, 4, 6, 10-23, 25, 31, 33-35 and 37-42.[1] We ask that you provide us with a date certain by which we can expect documents responsive to the noted requests or supplemental responses indicating that there are not responsive documents. Note that we will vigorously oppose any attempt by your client to rely on documents or information that were requested but not produced during discovery.

Amendment of Pleadings

Dr Pepper/Seven Up, Inc. ("Dr Pepper") seeks to amend its Notice of Opposition and Petition for Cancellation to add a count of fraud. Based on our review of Krush Global's discovery responses and document production, Krush Global lacks the requisite bona fide intent to use the CRUSSH mark in the United States in connection with the services identified. Dr

[1] We also do not believe that Krush Global has produced documents responsive to Document Requests No. 5, 7, 8, 9 and 24, 27, but understand that this may be a result of a difference of perception.

Pepper intends to move the Trademark Trial and Appeal Board for permission to amend the pleadings, and we seek your client's consent to the motion.

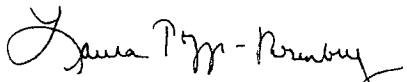
As you know, the Board likely will grant the motion unless you can make a clear showing that the amendment would be prejudicial to your client or that the amendment would be futile. Here, we do not believe there would be any prejudice to Krush Global, since the discovery period has not yet run and, in any event, all of the relevant information already is in Krush Global's possession. Therefore, your only possible basis for objection would be futility. If Krush Global has additional information supporting its bona fide intent to use the CRUSSH mark in the United States – or if you have another basis to believe that amendment would be futile – please let us know.

* * * * * * * *

We ask that Krush Global cure the discovery deficiencies noted above, and that you respond to our request for consent to amendment of the pleadings, by no later than May 30, 2008.

I am available by telephone to discuss any matter raised in this letter.

Very truly yours,



Laura Popp-Rosenberg

cc: Barbara A. Solomon

Epstein Drangel
Bazerman&James LLP

60 East 42nd Street, Suite 820, New York, NY 10165 - Phone: (212) 292-5390 - Fax: (212) 292-5391 - E-mail: mail@ipcounselors.com

June 9, 2008

Laura Popp-Rosenberg
Fross Zelnick Lehrman & Zissu, P.C.
866 United Nations Plaza
New York, NY 10017

Re: *Dr. Pepper / Seven Up, Inc. v. Krush Global Ltd., Opp No. 91180742 and Canc. No. 92048446*

Dear Laura:

This letter is in response to your letter of May 16, 2008.

Interrogatories Nos. 6 – 12

I have considered your objections to the interrogatory responses. Contrary to your belief, my client has properly responded to Interrogatories Nos. 6 – 12. You are essentially asking for us to present our case. Under established Board precedent, a party is not obligated to specify in advance of trial all of the evidence it intends to present. See Charrette Corp. v. Bowater Communication Papers Inc., 13 USPQ2d 2040 (TTAB 1989) and TBMP § 419(7). Accordingly, we will not supplement the responses at this time.

Interrogatory No. 3

See. Doc. No. 25.

Document Production

The second General Objection covers the objection that many of your document demands will not lead to the discovery of admissible evidence. Each General Objection is incorporated into each response. The rationale behind the relevancy to the U.S. action objection is the same as the objection that the demand will not lead to the discovery of admissible evidence. As you must know, subject to some minor exceptions, information concerning applicant's foreign activities, including foreign trademark applications and/or registrations, is not relevant to the issues in an opposition proceeding. Oland's Breweries [1971] Limited v. Miller Brewing Company, 189 USPQ 481, 483 n. 2 (TTAB 1975), affirmed, 192 USPQ 266 (CCPA 1976); and Johnson & Johnson v. Salve S.A., 183 USPQ 375 (TTAB 1974). Other than the documents already produced or where Krush has indicated it continues to search for relevant documents, Krush is not required to produce any further documents or otherwise respond to your demands that are not relevant to the issues in this proceeding.

Fraud Amendment

We do not consent to the amendment.

Very truly yours,

Jason M. Drangel

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX204

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC. *Opposer/Petitioner,* v. KRUSH GLOBAL LIMITED, *Applicant/Registrant*	Consolidated Proceedings Opposition No. 91180742 Cancellation No. 92048446

RESPONSE TO OPPOSER/PETITIONER'S FIRST SET OF REQUESTS FOR THE PRODUCTION OF DOCUMENTS AND THINGS TO APPLICANT/REGISTRANT

Pursuant to Rule 34 of the Federal Rules of Civil Procedure, Krush Global Limited, Applicant/Registrant, LLC (hereinafter "KRUSH" or "Applicant") hereby responds to Opposer/Petitioner, Dr. Pepper/Seven Up, Inc.'s (hereinafter "Opposer") First Set of Document Requests. To the extent not objected to below, and to the extent that KRUSH can locate the documents by a reasonably diligent search, non-privileged, responsive documents will be produced.

General Objections

KRUSH objects to Defendant's requests to the extent that they seek the production of "each" or "all" documents or things where summary reports or representative documents or things would adequately respond to the requests.

KRUSH objects to each request to the extent that it seeks documents beyond the scope permitted or required by the Federal Rules of Civil Procedure, or any other applicable rule or law.

In addition, KRUSH objects to each request to the extent that it seeks documents protected by the attorney-client privilege, the work product doctrine, or any other applicable privilege or evidentiary principle.

Nothing in KRUSH's responses are intended as, or shall be deemed to be, a waiver of any attorney-client privilege, work-product doctrine, or other applicable privilege or evidentiary principle. If KRUSH produces a privileged document, such production is to be deemed inadvertent and not a waiver of any applicable privilege or protection, and the inadvertently produced document will be subject to prompt return to KRUSH by Opposer and its attorneys.

To the extent Opposer seeks documents containing confidential or proprietary business information of a third party, KRUSH will not disclose any such documents absent the consent of the third party in question or an order of the Court.

By responding to these requests, KRUSH does not intend to, nor shall they be deemed to have admitted or otherwise adopted the definitions set forth by Opposer in its requests.

KRUSH have not completed its investigation of the facts relating to this case, discovery in this case, or preparation for trial. These responses are given without prejudice to KRUSH's right to produce evidence of any subsequently discovered facts, including the right to supplement or modify these responses if it obtains further information. KRUSH have made a diligent and good faith search for documents in its possession, custody, or control that are responsive to Opposer's requests.

However, KRUSH cautions that, because of the overly broad nature of Opposer's requests, it is possible that KRUSH currently may have in their possession, custody, or control responsive documents of which it is not presently aware or that it does not presently know are

responsive. Accordingly, KRUSH reserve the right to supplement their responses, including the objections contained herein, if and when such supplementation may be determined by KRUSH to be appropriate as a result of its continuing investigation of this matter.

KRUSH reserve the right to produce at trial and make reference to any evidence, facts, documents, or information not discovered at this time, omitted through good faith error, mistake, or oversight, or the relevance of which have not presently been identified by KRUSH.

KRUSH also reserve the right to further modify these responses as a result of subsequently discovered information.

By making documents responsive to the requests available for inspection and copying, KRUSH does not waive any objections as to competence, relevance, materiality, propriety, admissibility, and/or to any and all other objections on any ground that would require the exclusion from evidence of any document produced in accordance with Defendant's requests.

Subject to and without waiver of these General Objections, KRUSH respond to the Document Requests as follows:

REQUESTS FOR THE PRODUCTION OF DOCUMENTS AND THINGS

Request No. 1

All Documents requested to be identified, or otherwise identified, in response to Opposer/Petitioner's First Set of Interrogatories to Applicant/Registrant.

RESPONSE TO REQUEST NO. 1

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 2

Documents sufficient to show the structure, organization, directors and officers of Applicant.

RESPONSE TO REQUEST NO. 2

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 3

Documents sufficient to show Applicant's document retention and document destruction policies and electronic file retention and electronic file destruction policies.

RESPONSE TO REQUEST NO. 3

None.

Request No. 4

All Documents that support or contravene the Second Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer's claims are barred by the doctrine of unclean hands."

RESPONSE TO REQUEST NO. 4

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 5

All Documents that support or contravene the Third Affirmative Defense in the Opposition Answer and the Cancellation Answer that "There is no likelihood of confusion between the respective marks."

RESPONSE TO REQUEST NO. 5

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 6

All Documents that support or contravene the Fourth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "Opposer has acquiesced to the registration of and use of numerous marks incorporating the term `CRUSH' in connection with food and beverage related goods/services," including but not limited to Documents sufficient to Identify all third party marks referenced in the Fourth Affirmative Defense.

RESPONSE TO REQUEST NO. 6

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 7

All Documents that support or contravene the Fifth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The marks when viewed in their entireties differ in sound, appearance, and meaning."

RESPONSE TO REQUEST NO. 7

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 8

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is merely descriptive."

RESPONSE TO REQUEST NO. 8

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 9

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . . weak."

RESPONSE TO REQUEST NO. 9

Subject to the General Objections above, and to the extent such documents exist, are

relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 10

All Documents that support or contravene the Sixth Affirmative Defense in the Opposition Answer and the Cancellation Answer that "The term CRUSH as used by Opposer is . .. commonly used by third parties," including but not limited to Documents sufficient to Identify each third party referenced in the Sixth Affirmative Defense.

RESPONSE TO REQUEST NO. 10

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 11

All Documents Concerning the creation, selection and adoption of the Mark.

RESPONSE TO REQUEST NO. 11

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 12

All Documents Concerning the decision to adopt CRUSSI-I as the spelling of the mark, including as opposed to adopting another phonetic equivalent such as but not limited to

CRUSH, KRUSH or KRUSSH.

RESPONSE TO REQUEST NO. 12

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 13

All Documents Concerning the meaning or commercial impression of the Mark.

RESPONSE TO REQUEST NO. 13

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 14

All trademark searches conducted by or on behalf of Applicant Concerning the right to use or register the Mark in the United States, and all correspondence and other Documents relating thereto.

RESPONSE TO REQUEST NO. 14

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 18

All Documents Concerning any investigation of any of Opposer's Marks commissioned or received by or on behalf of Applicant.

RESPONSE TO REQUEST NO. 18

None.

Request No. 19

All Documents Concerning any investigation of goods and services offered under any of Opposer's Marks commissioned or received by or on behalf of Applicant.

RESPONSE TO REQUEST NO. 19

Request No. 20

All Documents Concerning Applicant's knowledge of Opposer and/or the activities of Opposer under any of Opposer's Marks.

RESPONSE TO REQUEST NO. 20

None.

Request No. 21

All Documents Concerning any investigation of third party marks consisting of or incorporating the term CRUSH or any phonetic equivalent thereof (including but not limited to CRUSSH, KRUSH or KRUSSH) commissioned or received by or on behalf of Applicant.

RESPONSE TO REQUEST NO. 21

Subject to the General Objections above, and to the extent such documents exist, are

relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 22

With regard to any third party marks known to Applicant that include the term CRUSH or any phonetic equivalent thereof (including but not limited to CRUSSH, KRUSH or KRUSSH) used in connection with food, beverages or related services, all Documents Concerning:

(a) use of the mark, including but not limited to geographical extent of use of the mark;

(b) the extent of advertising and promotion of the mark;

(c) consumer recognition of the mark; and

(d) the percentage share of the total relevant market enjoyed by goods or services sold under the mark.

RESPONSE TO REQUEST NO. 22

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 23

All Documents Concerning any investigation, including but not limited to Market Research, by Applicant or on Applicant's behalf into any of the issues in this proceeding.

RESPONSE TO REQUEST NO. 23

None.

Request No. 30

Documents sufficient to identify all existing and planned CRUSSH Outlets.

RESPONSE TO REQUEST NO. 30

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 31

All Documents concerning Applicant's decision to use the Mark in the United States.

RESPONSE TO REQUEST NO. 31

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 32

Documents sufficient to identify every item offered or planned to be offered under the Mark.

RESPONSE TO REQUEST NO. 32

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 33

A specimen of each item on which the Mark has appeared or will appear in the United States.

RESPONSE TO REQUEST NO. 33

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 34

Representative samples of advertisements (regardless of media), catalogues, brochures, promotional materials and other marketing materials showing the manner in which Applicant has used or intends to use the Mark in the United States.

RESPONSE TO REQUEST NO. 34

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 35

Documents sufficient to identify the types of media through which Applicant has used, or intends to use, to advertise, market, promote or otherwise publicize goods or services to be offered under the Mark in the United States.

RESPONSE TO REQUEST NO. 35

Subject to the General Objections above, and to the extent such documents exist, are relevant to this U.S. action and are within Applicant's possession, custody or control, such documents will be produced.

Request No. 42

All Documents Concerning any goods or services offered under any of Opposer's Marks.

RESPONSE TO REQUEST NO. 42

None.

EPSTEIN DRANGEL
BAZERMAN & JAMES, LLP
Attorneys for ~~Opposer~~ Applicant

Dated:
New York, New York

By:_____
Jason M. Drangel
Lincoln Building
60 East 42nd Street, Suite 820
New York, New York 10165
Tel.: (212) 292-5390
Fax: (212) 292-5391

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing RESPONSE TO DOCUMENT REQUESTS was served by ~~electronic~~ mail, on this 18th day of April, 2008, upon Opposer's counsel at: First class

Barbara A. Solomon
Laura Popp-Rosenberg
FROSS ZELNICK LEHRMAN& ZISSU, P.C.
866 United Nations Plaza
New York, NY 10017

New York, New York

By: _____
Jason M. Drangel

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX205

RONALD J. LEHRMAN
STEPHEN DIGGER
ROGER L. ZISSU
RICHARD Z. LEHV
DAVID W. EHRLICH
SUSAN UPTON DOUGLASS
JANET L. HOFFMAN
PETER J. SILVERMAN
LAWRENCE ELI APOLZON
BARBARA A. SOLOMON
MARK D. ENGELMANN
NADINE H. JACOBSON
ANDREW N. FREDBECK
CRAIG S. MENDE
J. ALLISON STRICKLAND
JOHN P. MARGIOTTA
LYDIA T. GOBENA
CARLOS CUCURELLA
JAMES D. WEINBERGER
DAVID DONAHUE
NANCY E. SABARRA

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

866 UNITED NATIONS PLAZA
AT FIRST AVENUE & 48TH STREET
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MARILYN F. KELLY
CAROLINE G. BOEHM
VANESSA HWANG LUI
DOROTHY C. ALEVIZATOS
AIMEE M. ALLEN
BETSY JUDELSON NEWMAN
NICHOLAS H. EISENMAN
KATE HAZELRIG
TODD MARTIN

January 22, 2008

BY EMAIL & MAIL

Jason M. Drangel, Esq.
Epstein Drangel Bazerman & James, LLP
60 East 42nd Street, Suite 820
New York, NY 10165

Re: *Dr Pepper/Seven Up, Inc. v. Krush Global Ltd.*, Consolidated Opp. No. 91180742 (Our Ref.: DPSU USA TC-07/08151)

Dear Jason:

This letter will serve to confirm certain agreements reached during the initial discovery conference held between the parties on January 22, 2008 pursuant to Trademark Rule of Practice 2.120(a)(2) and Federal Rule of Civil Procedure 26(f):

- The parties have agreed to a mutual exchange of the initial disclosures required under Trademark Rule of Practice 2.120(a)(2) and Federal Rule of Civil Procedure 26(a)(1) on February 8, 2008.[1]

- The parties have agreed to produce responsive documents and materials at opposing counsel's offices.[2]

- The parties have agreed that at the trial stage of these proceedings, direct testimony will be put into evidence in the form of affidavits (with all exhibits attached thereto), and that cross examination of witnesses, if requested, will be

[1] I spoke with the interlocutory attorney about the mistaken identification of "Cancellation No. 91180742" in the consolidation order issued by the Board today. He confirmed that the consolidated proceedings will follow the schedule set forth in the cancellation proceeding, No. 92048446.

[2] You indicated that you would confirm with your client whether it would be willing to exchange scanned images of produced materials in addition to hard copies, and whether it would be able to produce electronically stored information in searchable, electronic form. Please provide us with your client's position on these matters as soon as practicable.

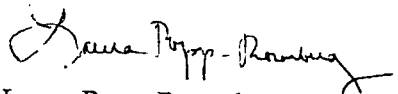
conducted orally. Plaintiff's direct testimony affidavits must be delivered no later than fifteen (15) days after the opening of its trial period, and the affiant must be made reasonably available for oral cross examination during the final fifteen (15) days of Plaintiff's trial period. Defendant's direct testimony affidavits must be delivered no later than fifteen (15) days after the opening of its trial period, and the affiant must be made reasonably available for oral cross examination during the final fifteen (15) days of Defendant's trial period. Rebuttal testimony affidavits must be delivered no later than seven (7) days after the opening of the rebuttal period, and rebuttal witnesses must be made reasonably available for oral cross-examination during the final eight (8) days of the rebuttal period.

- The parties have agreed that all produced documents are made of record for the proceedings, so that the parties can avoid the authentication procedure set forth in Trademark Board Manual of Procedure Section 704.11(1). In so agreeing, neither party waives any other objection(s) it may have to the admission of a particular document.

Should you disagree with any of the above items, please contact me to discuss as soon as possible.

Also, as discussed during the Rule 26(f) conference, we submit for your consideration the attached revision of the Board's Standard Protective Order. We look forward to your agreement to the revised terms.

Very truly yours,



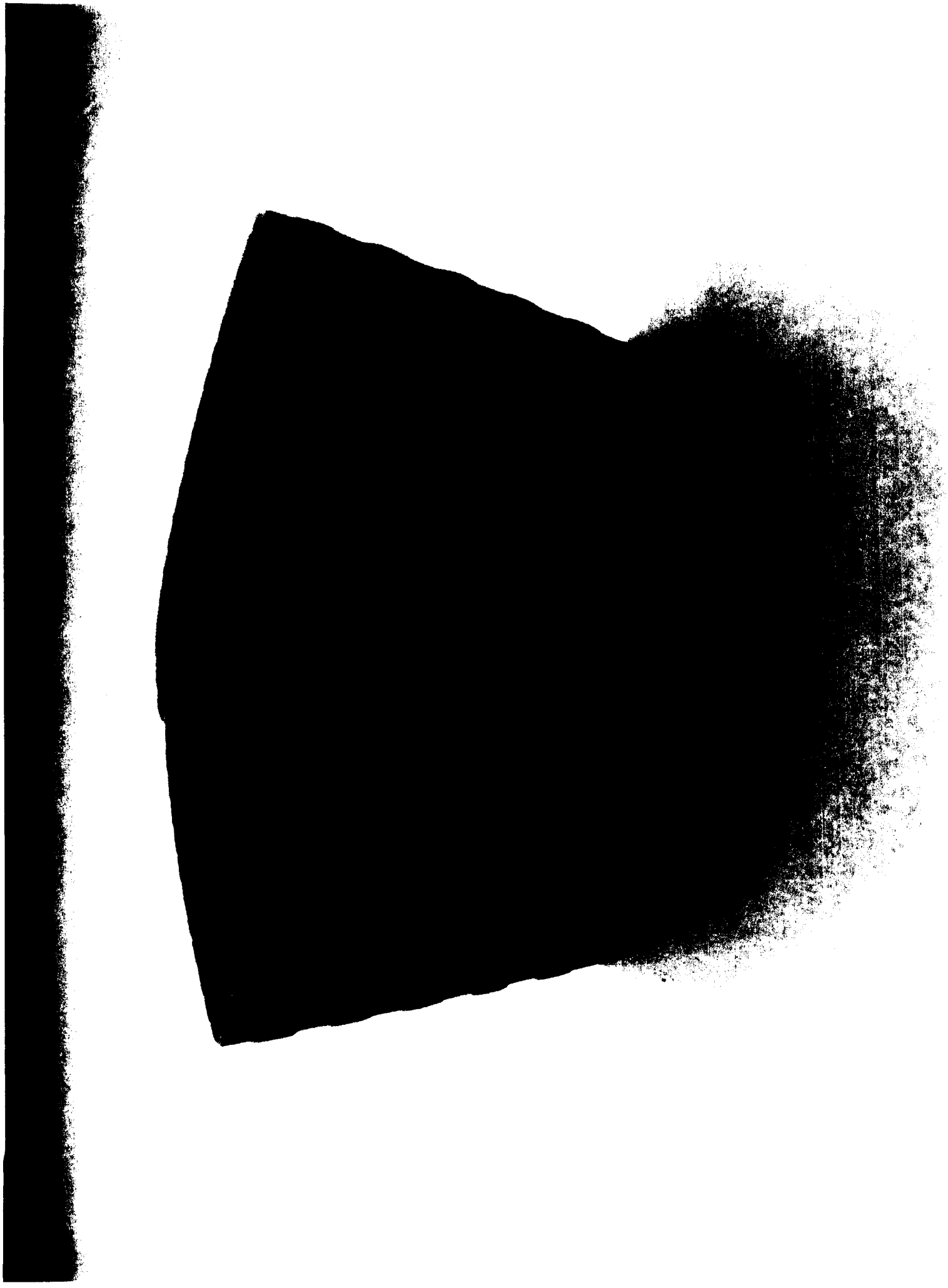
Laura Popp-Rosenberg

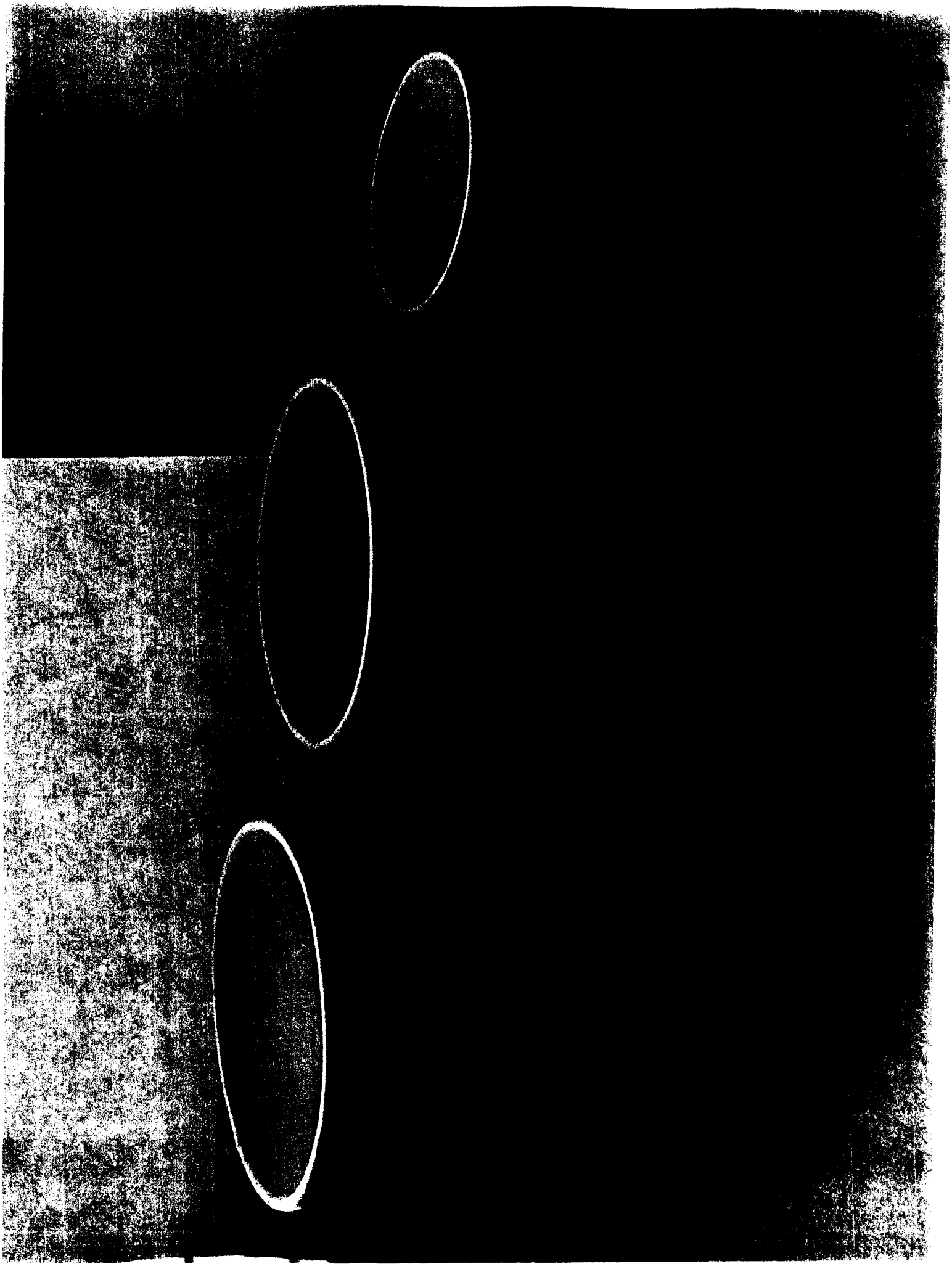
Enclosure
cc: Barbara A. Solomon, Esq.

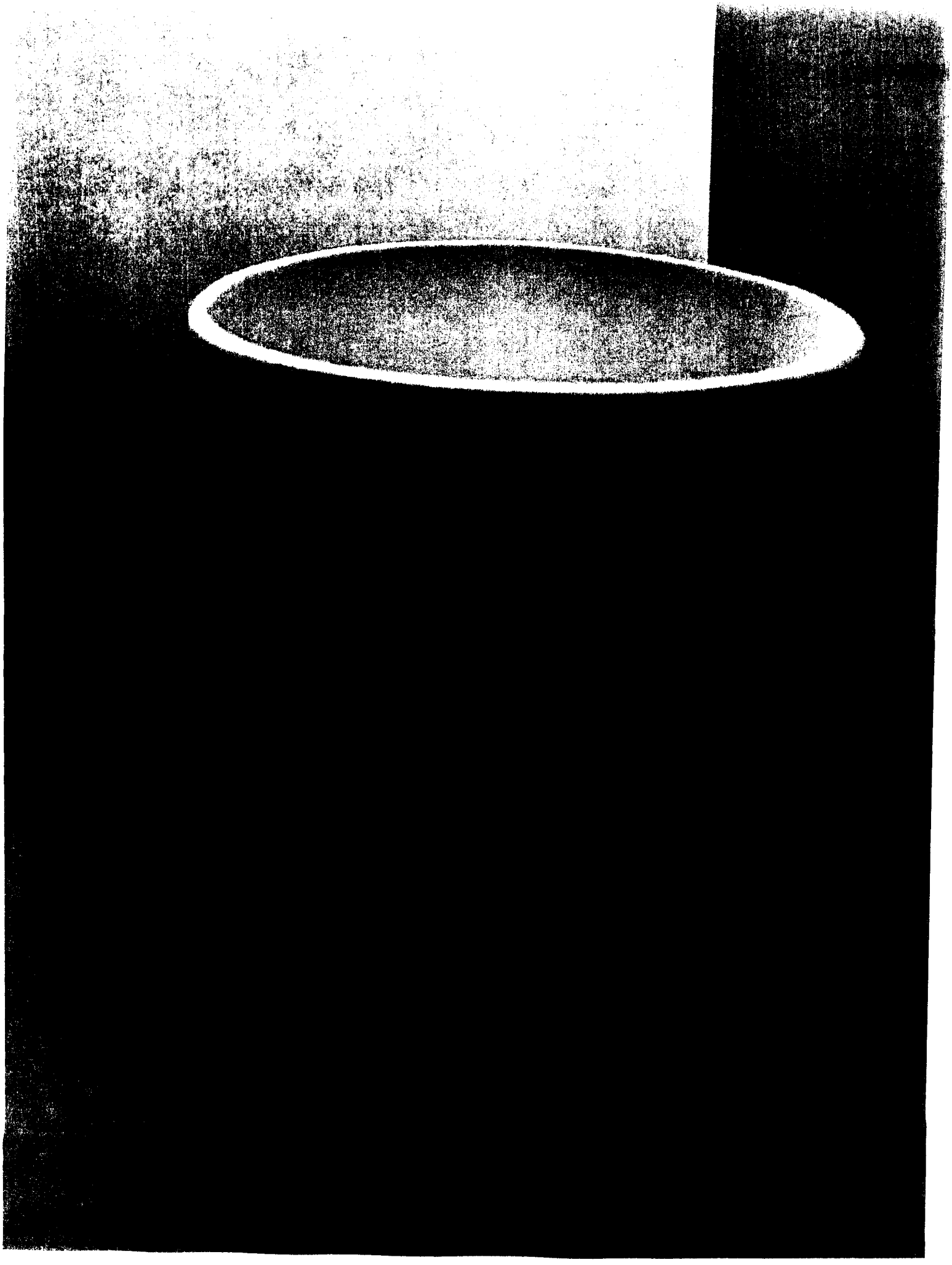
DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX206







DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX207

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

DR PEPPER/SEVEN UP, INC.,	:	
Opposer/Petitioner,	:	Consolidated Proceedings Opposition No. 91180742
- against -	:	Cancellation No. 92048446
KRUSH GLOBAL LIMITED,	:	
Applicant/Registrant.	:	

SECOND TRIAL DECLARATION OF MARIO ORTIZ

MARIO ORTIZ declares under penalty of perjury as follows:

1. I am a paralegal with the firm Fross Zelnick Lehrman & Zissu, P.C., 866 United Nations Plaza, New York, New York 10017, attorneys for Dr Pepper/Seven Up, Inc. ("Opposer"), opposer in Opposition No. 91180472 and petitioner in Cancellation No. 92048446. I submit this declaration as testimony in the above-captioned consolidated proceedings. This declaration is based on my own personal knowledge.

2. I took photographs of physical specimens produced by Applicant/Registrant Krush Global Limited ("Applicant") in these consolidated proceedings. The photographs are true and accurate representations of the originally produced physical specimens, and the documents constituting Opposer's Exhibit PX206 are true and correct copies of those photographs.

The undersigned being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001, declares that all statements made of his own knowledge are true, and all statements made on information and belief are believed to be true.

Declared under penalty of perjury this 1st day of June, 2009, at New York, New York.

Mario Ortiz

{F0464484 1 }

DR PEPPER/SEVEN UP, INC. v. KRUSH GLOBAL LIMITED

Consolidated Proceedings
Opposition No. 91180742 (Parent)
Cancellation No. 92048446

OPPOSER'S EXHIBIT
PX208

Crussh

The UK's leading Juice Bar

CONFIDENTIAL

Crussh

Contents

- Background
- Mission
- Proposition
- Product
- Locations
- Management
- Design
- Press Releases

CONFIDENTIAL

Crussh

Background

- Company founded in Spring 1998
- First juice bar opened at Cornhill, EC2 in October 1998
- Today there are 8 Crussh Juice Bars in Central London
- Strategic alliances with Sainsbury and Reuters

CONFIDENTIAL

Crussh

Mission

- To nourish the busiest people in the world with the healthiest stuff in the world
  - To make fast food genuinely healthy
  - To make the most delicious juices and smoothies anywhere in the world.
    - To make them with the best possible ingredients
    - To make them with fun-loving, lively staff
    - To make them in a fresh, uplifting, energetic atmosphere

JUICE BARS

CONFIDENTIAL

Crussh

Proposition

- The UK's leading juice bar for the busy health conscious urban professional.

CONFIDENTIAL

Crussh

Product

- Fresh juices and smoothies made on site in front of the customer
- Delicious and healthy sandwiches, salads, soups and wraps made every day
- Selection of organic, low fat desserts
- Hot drinks: Coffee, tea, hot chocolate
- Cold drinks: Coca Cola, water

CONFIDENTIAL

Crussh

Locations

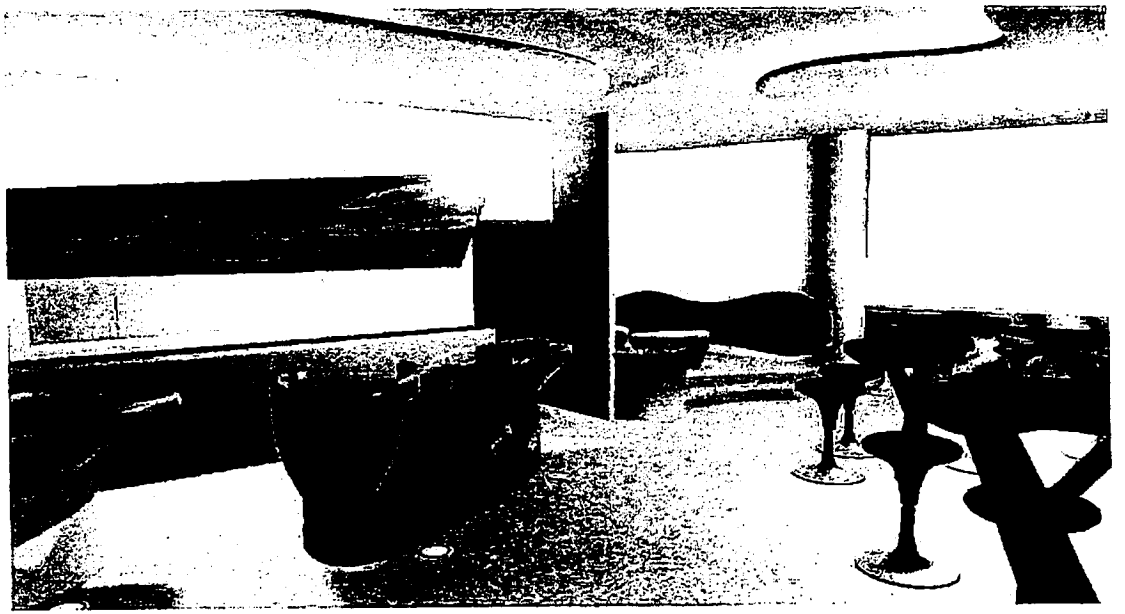
- 1 Curzon St, Mayfair
- 48 Cornhill, The Bank
- 82 Fleet St, Reuters Building
- 4 Millbank, Westminster
- Canary Wharf, Canada Place
- Sainsbury's Cromwell Road
- Lancashire Court, New Bond St

JUICE BARS

CONFIDENTIAL

Crussh

Design

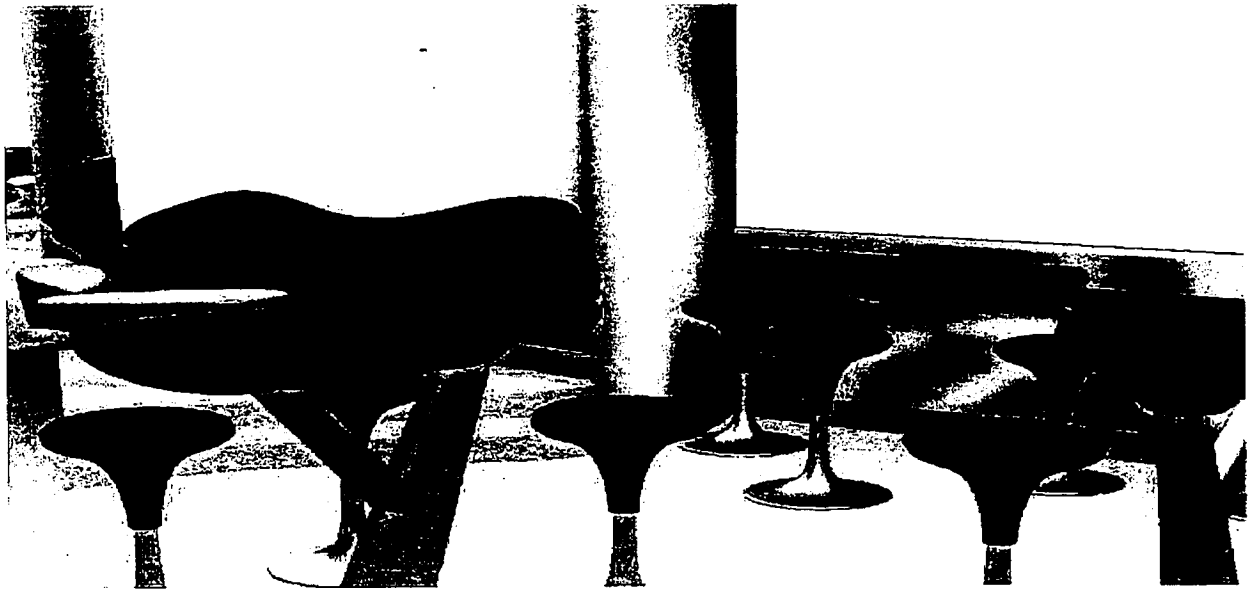


JUICE BARS

CONFIDENTIAL

Crussh

Design

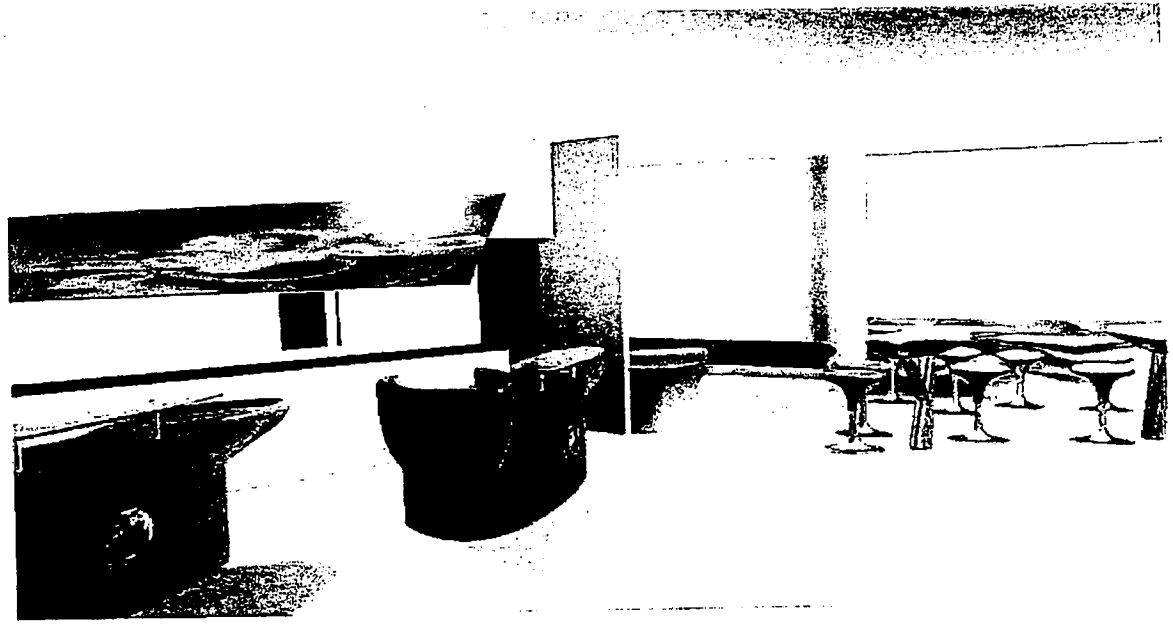


JUICE BARS

CONFIDENTIAL

Crussh

Design



JUICE BARS

CONFIDENTIAL

Crussh

Core Values

▪ Lively, energetic, vital	Not subdued
▪ Refreshing	Not heavy
▪ Natural	Not gimmicky
▪ Simple, clean, airy, light	Not designery
▪ Colourful	Not bland
▪ Young, Modern	Not new age

JUICE BARS

CONFIDENTIAL

Crussh

Management

- James Learmond - Managing Director
- Nick Nathan - Operations
- Peter Baily - Marketing

CONFIDENTIAL

indicative charges displayed so

treatments and bridges, and concerned excessive cost, pain

about helping patients and dentists to find a resolution.

To contact the Dental Complaints Service, call 08456 120540, or go to www.dentalcomplaints.org.uk

Beauty Spot

Eliisa Makin

At the beginning of January everyone vows to get fitter, healthier and slimmer. But a reported 80 per cent broke their New Year's resolution by 15 January. If you're about to give up, why not try some of our detox ideas that might just help you back on your way to being a better you?

The hardest part of any new regime is to not want to grab one of those calorie-loaded cappuccinos, on the way into work. But the alternative is to stop at a Crussh juice bar and try their Detox Beet (£3.15) – an ultra-nutritious, energy boosting drink. A mix of beetroot, celery, apples, carrots and goji berries offers a natural cleansing and detox for the system. Find your nearest Crussh juice bar at www.crussh.com. The site also offers nutritional information on all their products, so you can keep track of what you're putting in your body.

We all have those bits that are a bit lumpy and bumpy. But Elemis are here to help with their Body Sculpting, Cellulite and Colon Therapy (*from £40; www.elemis.com*). Using the new Elemis Body Sculpting System, your silhouette will be redefined. The lipo-refining serum and sculpting firming cream target stubborn cellulite and sagging skin for visible results.

A detoxifying fennel and birch peel-off body mask smooths skin, stimulates circulation and reduces fluid retention. Cleansing the colon through abdominal massage helps detoxify the body – working from the inside out.

Once you have that new body, you'll want to make sure your hair's in tip-top condition too. Mop are offering mane medicine with their protein-smoothie hair treatment (*pictured: £30, 01282 613 413*). This product will help you have healthy-looking hair, to go with the new detoxed you.

After all the hard work to try and keep your resolution, why not treat yourself? Head to the Glow Urban Spa in Knightsbridge for a 90 minute massage (*£145; www.glowurbanspa.co.uk, 020 7752 0652,*). The Super Balance body treatment offers a luxury holistic treatment using smell, touch, sound and heat to detox your body. You will be scrubbed with the special Abahna salts, which help revitalise your skin and release toxins. Then an Abahna Glow oil blend is massaged into your body – bringing about a soothing calm. The perfect way to end your detox.

WHOLESOME LUNCHES FOR CITY SALAD DODGERS

CHOWING down on a salad for lunch might sound as appealing as being woken up with a bucket of cold water over the head at this time of year. Here are some suggestions for getting the necessary nutrients to see you through 'til Friday – and not a lettuce leaf in sight.

LEON

If you haven't yet visited this healthy fast food chain, erm, where have you been?

As well as the usual superfoods on the menu (these guys created the original "superfood salad"), the winter season sees the introduction of a hearty beef and Guinness big dish; winter salsa verde dressing, laced with warming rosemary and oregano; and two new drinks — a Spiced Hot Apple Mull to bring you back to life and a Lemon & Ginger Coldbuster, which does what it says on the tin.

Go to www.leonrestaurants.co.uk for City locations.

CRUSSH

Smoothie experts Crussh have this month launched "the world's most nutritious detox juice" — aka Detox Beet. A blend of the most potent superfoods known to man, the earthy concoction contains beetroot (surprise), celery, carrots, apples, goji berries and Spirulina.

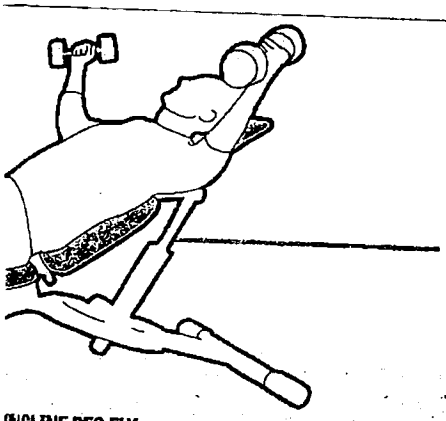
Previously used by NASA to nourish its astronauts, the super nutrient is known for all sorts of health benefits and promises to aid natural cleansing, strengthen the immune system, support cardiovascular health, lower cholesterol and improve digestive health. Strewth!

Go to www.crussh.com for London locations

FRESH!

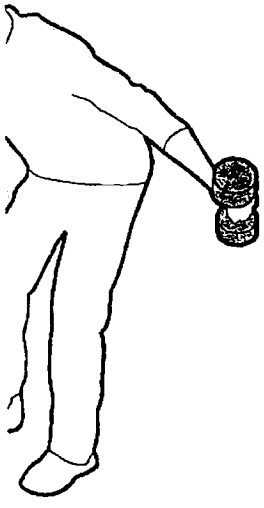
When only a samie will do, then the selection from Fresh! is your best bet for built-in feel good factor. This month's specials from the pre-packaged organic brand include Detox Diva Tuna and Detox Diva Tofu, with a special for Valentine's Day — the Hot Stuff.

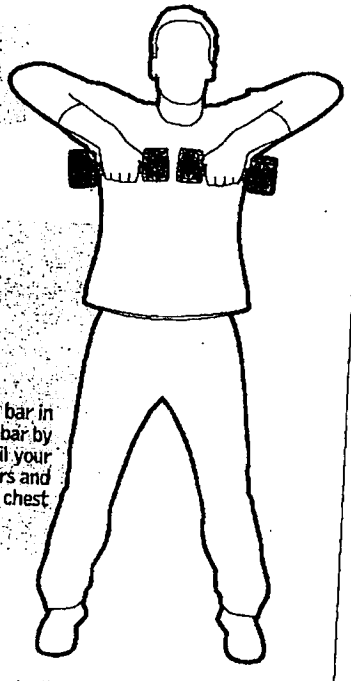
A fiery concoction of pastrami beef, avocado and chilli jam,



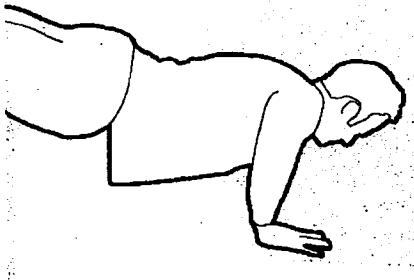
FEELING GOOD FOR BUSINESS SPECIAL PAGES 14-16

INCLINE PEC FLY — Lying on a bench, set at an incline of around 30 degrees, perform a pec fly movement, keeping your elbows just lightly bent throughout in a fixed position. At the top of the movement you need to "squeeze" the muscles of the upper chest and really feel the upper middle part of the pectoral muscle contracting.





UPRIGHT ROW — Holding a bar in a close central grip, raise the bar by leading with the elbows, until your elbows are level with your ears and hands are at the top of your chest and no higher.



DECLINED PRESS-UP — The movement is the same as a conventional press-up; however your feet are elevated on a bench or chair, with your hands remaining on the ground. Make sure that your chest stays over your hands at all times and does not go forwards during the movement.

XERCISES TO GET ON YOUR CHEST

K WORK-OUT SERIES, CELEBRITY GETS YOUR CHEST AND SHOULDERS

WHOLESOME LUNCHES FOR CITY SALAD DODGERS

CHOWING down on a salad for lunch might sound as appealing as being woken up with a bucket of cold water over the head at this time of year. Here are some suggestions for getting the necessary nutrients to see you through 'til Friday – and not a lettuce leaf in sight.

LEON

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As well as the usual superfoods on the menu (these guys created the original "superfood salad"), the winter season sees the introduction of a hearty beef and Guinness big dish; winter salsa verde dressing, laced with warming rosemary and oregano; and two new drinks — a Spiced Hot Apple Mull to bring you back to life and a Lemon & Ginger Coldbuster, which does what it says on the tin.

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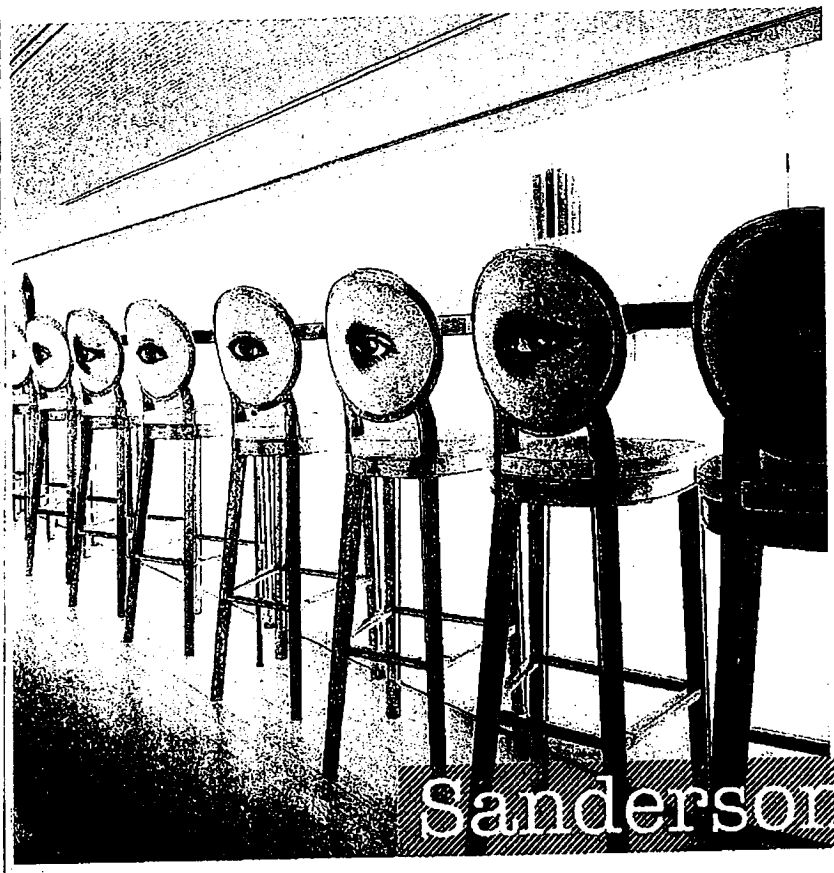
Go to www.crussh.com for London locations

FRESH!

When only a sarnie will do, then the selection from Fresh! is your best bet for built-in feel good factor. This month's specials from the pre-packaged organic brand include Detox Diva Tuna and Detox Diva Tofu, with a special for Valentine's Day — the Hot Stuff.

A fiery concoction of roast beef, avocado and chilli jam, the iron, hot chilli and aphrodisiac qualities of avocado are all intended to create a little inner heat...

The Hot Stuff! sandwich is available from supermarkets and independent stores nationwide at £2.45 RRP.



Sanderson style

Part of the stylish Sanderson hotel's identity rides on aspects of contrast. Comparing its understated location – nestled in one of the side-streets to the north of the less-shabby end of Oxford Street – with the high-octane fizz of its *über*-cool social fabric demonstrates the confidence of the Sanderson statement.

Suka, the hotel's Malaysian restaurant, breaths culinary life into the theme of 'la difference'. Although the dining environment includes so many staple ingredients of a stock fashionable London haunt – minimalist style, less than minimal prices – it's more than compensated for by the cuisine and the attentive, if somewhat contrived service.

Portions are generous and quality is high. We plumped for the tender green papaya salad and zingy Singapore black pepper mussels for starters, fittingly accompanied by divinely over-sized Mata Hari and Tiki Tiki girl cocktails.

For the main course, I sampled Suka's interpretation of a favourite Malaysian dish, Beef Rendang. Thankfully free of contemporary spin, the delicious, succulent meatiness of the beef was offset by the sweetness of the coconut sauce. My partner's choice, the Chicken Nyonya curry, was equally on the mark.

As we quaffed our way through a crisp Sauvignon Blanc we were distracted by the background tittle-tattle of gorgeously hip, *über*-trendy girls and boys drifting across from the bar.

Suka is a satisfying pre-cursor to an extravagant night on the tiles. We giggled our way back to the bright lights of the West End, utterly indulged with fab food, with the only hangover in sight being next month's bank statement. ■ *Neil Lazaroo*

Suka
50 Berners St, London,
020 7300 1444

Decor: Minimalist designer chic

Good: Excellent cocktails and flavour balances

Bad: Slightly contrived service

Average price: £60 per person excl drinks (cocktails £9.50)

Overall
■■■■■

Side order: The Athenaeum

The Athenaeum Hotel
116 Piccadilly, London
020 7499 3464
www.athenaeumhotel.com

Decor: Quintessentially English, modern twist

Good: Relaxing setting, high quality everything

Bad: Service a little slow at times

Average price: Pink Tea: £24.50 pp, £29.50 with glass of Champagne

Overall
■■■■■

Walking past the Athenaeum's lobby – pumpkin-russet and silk beige – we were almost sorry we weren't going to be served afternoon tea there. But the hotel's tearoom was all rose-velvet sofas, antique-style tables and cosy intimacy, perfect for a post-shopping tryst but saved from whimsy by an air of easy elegance.

Given the season, we decided on the set Pink Tea, dazzled by the selection of finger sandwiches (smoked salmon, honey roast ham, cucumber & cream cheese, and egg & cress), freshly-baked scones with clotted cream and home-made strawberry jam, Granny's Cakes (Carrot & Coconut, Traditional Fruit, Dark Chocolate & Orange, Lemon Drizzle) and toasted crumpets and teacakes.

Everything was perfect. We were offered more sandwiches than the initial serving, the scones were still warm, and the strawberry jam was some of the most exquisite we'd ever tasted. The Champagne was silk-smooth, and the tea choice was varied without further stressing us, already tired from shopping decisions.

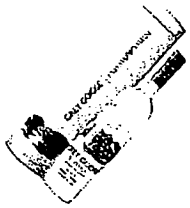
Frankly, one of the best teas in town in the perfect setting for Valentine's. Served daily from 2.30-6pm. À la carte options available. ■ *BW*

DRINKS

Sip, swig, swirl

Première Cuvée Nyetimber Chardonnay Brut 2000, *selected by Trish Booth from Kendermanns, producers of international award-winning wines.* **Looks & Taste:** Deep gold, elegant, delicate, lively bubbles. Medal winner. **Nose:** Creamy rich, heady. **Finish:** Long and complex. **Best with:** Delicious alone or with smoked trout, Moroccan chickpea tagine, Roquefort cheese. **Drink:** Now. **Buy:** £23.99, Waitrose. **ABV:** 12%. ■

Keeping the love theme, **Crussh's Love Juice Smoothie** is ready to help you back on the getting-healthy-for-2008 wagon that you may have rolled off by now. Enjoy a fruity peach, strawberry, orange and banana mix in this magical potion, crammed with vitamins, minerals and antioxidants. £2.65 (350ml) For directions to your local Crussh bar, visit *www.crussh.com*. ■



It's a Harvey Nichols hat trick this month, with the **Limited-Edition Emporio Armani Grey Goose Vodka** (only 250 made). Again, this came out late last year (not in time to make our Dec/Jan issues), but it's worth catching up with. It was commissioned from Armani, comes in a pearlescent cream leather box, and proceeds from each sale will go to the Elton John Aids Foundation. £100 (70cl), Harvey Nichols, *www.harveynichols.com*. ■

Sip, swig, swirl

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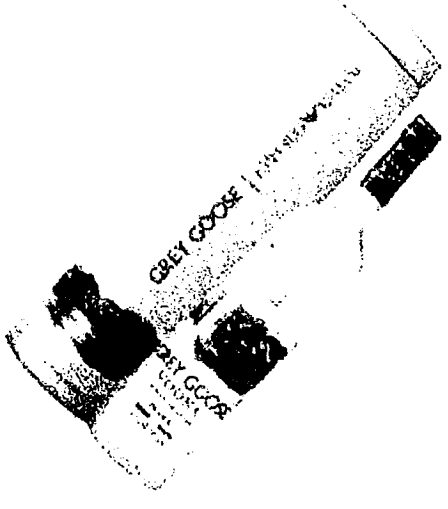

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Press Articles

Crush on you

Forget frothy coffee – juice bars are where it's at. Just one slurp and you're smitten

Pulp and gulp

Pineapple:

Orange:

Banana:

Ginger:

If that's got your tastebuds tingling try a T2 Tremor:

- 1 beach (peeled and chunked)
- 1 banana (peeled and chunked)
- 2 oranges (peeled, chopped and quartered)
- 6 strawberries
- [illegible]

james@crush.com

Press Articles

Daily Telegraph

Britain's biggest-selling quality daily

Monday, October 12, 1998

STYLE

A healthy alternative to the coffee bar is catching on rapidly, discovers **Sophie Gilbert**

Juice is the next big thing

IT HAS become almost impossible, these days, to walk into a coffee shop and ask for a cup of coffee. Instead, employing a strange argot, one must specify "short" or "grande", "skinny" or "harmless"; whether cappuccino, latte or Americano; and which of a million glutinous shots (hazelnut, caramel, chocolate) one would like lurking at the bottom of one's paper cup.

Now, it seems, those who have mastered coffee-speak may have been wasting their time. The ubiquitous coffee

that are designed to persuade the consumer that vegetables are fun.

In London, there is Sejnicod of Chelsea, Juice Mousse off Oxford Street, Juice in Covent Garden and Squeeze in Kensington (which has wheatgrass growing in its windows), while Glasgow and Edinburgh have Mango and Stone. All offer a vast array of freshly squeezed concoctions, some with added vitamins.

On Wednesday, the newest and most fashionable recruit in the juicing ranks will be launched in the City of

Press Articles

News

People in pictures

TRADE charity leaders celebrated their year in office together with a Divorce Party luncheon.

The divorce of Licensed Victuallers' National Homes Chairman Chas Finch and 1998 Madam Chairman of the Ladies Central Council Sheila Wright was, of course, a sign of the end of their fundraising year together.

The event was organised by Diane Coleman of the Black Horse, Iver Heath, Bucks, a member of the Oxon, Bucks and Berks District Board.

Pictured from left are organiser Diane Coleman, chairman Chas Finch, the judge and president of the Ladies Central Council Richard Hutchings and Madam Chairman Sheila Wright.

GUESTS and staff of the Lamb Inn in Andover, Hampshire, dressed in costume for a Cockney Night to raise funds for the SLV.

Rebel with a cause makes juice trendy

by GRAHAM STEWART-REED

AFTER at least a decade of new trends and concepts in the licensed trade, anyone would be forgiven for thinking there can't possibly be any more.

James Deen is obviously not listening and after opening his first juices bar – Crussh – in the City of London, he is now well on the way to add a licensed version in Mayfair.

He believes that now is the time to "introjuice" what is multi billion dollar, and expanding, business trend from America into the UK which itself has been showing an expanding appetite for fruit juices, at least according to soft drinks trade watchers.

James, and partner James Lemmond, opened Crussh in London's Cornhill last October featuring fresh fruit and vegetables juices plus a fresh, healthy snacks offer and say "it's heading down nicely." However their ambitions are now extending into a juices bar with a licence to combine the best of two worlds and have set their sites on a Mayfair location for a March opening.

"We're a bit different to the normal sys-centre snack operations," says James Deen. "We're making fresh juices every half an hour in a whole range of flavours and sizes and we use one of the country's top nutritionists to advise and structure our changing menu."

They use 32 different juices including some strange ones such as celery, broccoli and watermelon, and provide a take out and delivery service plus wholesaling. "We would be delighted to offer juices to the licensed trade but it is a question of priorities," said James.

Having been to the Far East and seen how alcoholic products were combined with a "weird array of fruits", James felt there was a potential at home for the same combination hence the expansion into Mayfair.

"It's going to be a very interesting and different form of licensed premises," he said. "Our current juice bar is open 7am to 8pm but the new one will stay open until the late evening. We will change the atmosphere to the early evening with different lighting, a different food offer 'on view pricing' and even twist the bar around."

The small but growing Crussh organisation is optimistic about the future of fresh juices and figures from the soft drinks industry tend to support him.

Pure fruit juice sales topped the £1 billion mark in the UK in 1997, said the annual Sucrelose Report in 1998, with volume up six per cent to 900 million litres mostly for the home market.

Consumer

Christine Milburn of the British Soft Drinks Association said the fruit juice market had changed in recent years with different consumer attitudes towards more occasions to drink and concerns about health – a trend encouraged by the recent Department of Health's launch of its five fruit and vegetables every day campaign.

The Soft Drinks 1998 Report from Bruvic also confirms the growth in juice business at nearly twice the volume growth of the total soft drinks market.

SFI pub group's winning formula

SUPERPUB operator SFI Group has reported a recession-busting set of interim results for the 25-week period ending November 21.

Company chairman and chief executive Tony Hill, said: "Good retailing is a winning formula for successful pub operations.

"With uneven results from the pub sector recently, there is an emergence of winners and losers. The winners are those who are good retailers and take on board and respond to consumer trends while innovating and thoroughly testing new ideas."

The company reported turnover up 42 per cent to £17.8 million with a 9.8 per cent like-for-like growth in pub earnings and a 54 per cent pre tax profit to £3.3 million.

This resulted in a 47 per cent earnings per share increase to 4.7p and an interim dividend growth of 50 per cent to 0.6p per share. In reporting his delight for

Press Articles

Restaurants

With high wastage and drastic fluctuations in the price of fresh produce, juice bars have their work cut out to make a profit. **Bruce Whitehall** reports on what is likely to put the squeeze on this latest trend in offering wholesome and healthy alternatives

The juice is flowing

IS JUICE the new coffee? That's one of the questions on a stands for Britain's small but growing number of juice bar entrepreneurs. Encouraged by the rapid growth of specialist coffee bars since the mid-1990s, stylish new outlets with names like Juice, Squeeze and Crush have been springing up around central London office districts.

Their basic marketing pitch is similar to that of the "gourmet" coffee bars: a wide choice of unusual and interesting-sounding drinks made to order from high-quality ingredients and served with a modish choice of sandwiches and snacks.

Like the coffee bars, juice bars have already "happened" in the USA, where the segment is reckoned to have built up $4bn (£2bn) sales in less than five years, and spawned a handful of chains such as Jamba Juice (forecasting $100m (£62m) sales this year), Zuka Juice and Smoothie King. But while they tap into lifestyle concerns that are similar to the coffee chains, the new juice bars entail operational differences. These may ultimately decrease their viability as a niche market in the UK, where the away-from-home spend is still well below that of the USA (29% of the total food bill against 50%).

On the plus side, juice bars share with the coffee bars with a strong health message, basing its attractiveness on the consumer of ordering retains the optimum qualities of fruit and vegetables. A big choice of natural "boosters" like wheat grass, which can be grown in patches on the premises, ginger and herbs further raise the health appeal.

From a business viewpoint, however, there are a few minuses. First, the products served by juice bars, mainly fruits, liquid and "smoothies", have nothing like the same profit margins as coffee. A cappuccino or latte selling at £1.80 can attain a gross profit margin of 80-85%, but authentic juice or blend selling at the same price for a 10-12fl oz (275-340ml) portion typically achieve no more than 50% after wastage has been allowed for.

Espresso wastage is generally a lot lower since beans are ground only when an order is served and it is not necessary, as with juicing, to gear supplies of perishable produce at sharply fluctuating prices every day.

"You have got to keep a very close watch on your daily turnover to ensure you are ordering the right quantities and avoid wastage.

34 | The juice is flowing

Press Articles

Customers sup the concoctions at Crussh, which aims to offer nutritional food and drink in a trendy environment

PHOTOGRAPH: MARY MARGAZZI

Now City slickers can get juiced up in a healthy way

Crussh Bars

ROMAINE & CURTICE

Tel 0800 789543

The Guardian

PR Planner No. 05A-50

Daily — 309,400

Stuart Miller

THEY have a proud reputation for hard living and extravagant socialising. But the first whispers of a revolution in the lifestyles of City traders were heard yesterday with the opening of an establishment which claims to offer the perfect antidote to the physical demands of late 20th century life.

A stone's throw from the Bank of England, the City's first health juice bar, Crussh, opened for business — heralding a trend which observers believe will rival the multi-million success stories of established sandwich and coffee chains.

Up to 60 similar outlets will open in London this year, and hundreds are expected nationwide in what is being seen as the coming of age of the health food industry — high-quality, tasty and nutritional food and drinks served in a trendy, [illegible] environment.

Crussh is the first outlet for James Dean, a former corporate financier, James Learmond, a property developer, and Marc Wurde, the operations manager.

"It used to be the case that you had to listen to the Grateful Dead and wear sandals and have things in your hair to be into healthy food, but that's not the case any more," said Mr Dean, who came up with the idea while he was living in the United States.

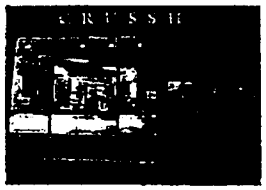
The bar offers a range of carefully concocted juices made up from 60 different fresh fruits and vegetables, including orange, bananas, broccoli, soya sprouts, coconut, parsley, ginger and wheatgrass. The drinks, which have names such as City Slicker and Rest and Revive, sell for around £2 a cup.

Rod Lane, the nutritionist who designed all the drinks and meals and is a former adviser to Diana Princess of Wales, said: "Some around here are working 14 or 16 hour days and that takes a lot out of them. Coming in here a few times a week will cancel out a lot of the bad stuff."

JUICE BARS

Press Articles

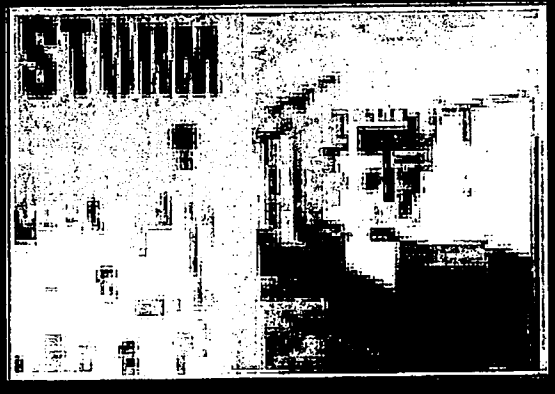
...and carrot and ginger and any other fruit care to mention, as Californian-style juice bars become the latest health fad to cause a buzz

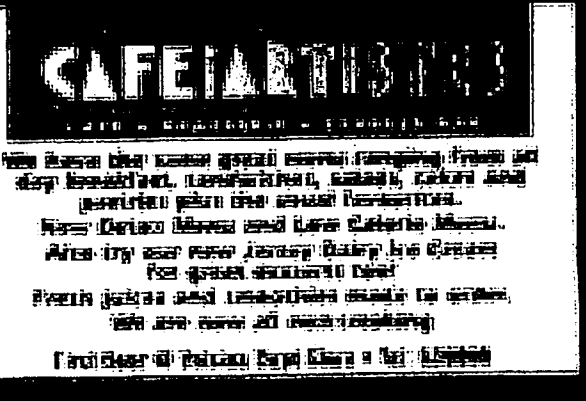


JUICE BARS

Cosmopolitan Choice

By Mia Lopez





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INSTRUCTIONS

Add grape juice, cranberry juice, and sour mix to a highball glass filled with ice. Stir and add 7-UP

INGREDIENTS

- 3 oz. Grape juice
- 1 oz. Cranberry juice
- 1 oz. Sweet and sour
- 7-up

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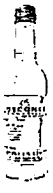
Fresh Root Ginger, brewed as it would have been at home many years ago. The award-winning Hot version – made with more spice.

WILD ELDERFLOWER BUBBLY (SEASONAL)

Another traditional country drink. Made as it would be at home. Fresh flowers picked in full sun in May and June



SICILIAN LEMONADE

Traditional Still Lemonade made with the best lemons in the world – from Sicily.

St CLEMENTS

A classic sparkling drink made from fresh oranges and lemons, like the "Bells of St Clements".

RASPBERRY LEMONADE

A crisp fresh blend of raspberries and Sicilian lemons with a slight sparkle to lift the delicate flavours.

STRAWBERRY LEMONADE

Another classic drink made with organic strawberries and Sicilian lemons. The slight sparkle lifts the flavours.

A classic Lime Crush made with Sri Lankan lime juice, Sicilian lemons and sparkling spring water

CIDER

A young light Medium Dry Cider, containing no preservatives or chemicals as usually used in Cider and Wine production. Varieties used include Tail Sweet, Sugar Bush, Devon Crimson, Slack-Ma-Girdle. Well respected amongst cider drinkers.

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Blueberry Crush

Rating: 5.0 / 10 (2 votes)

Rate this recipe Email recipe to a friend! Add to Favourites Printable version

Colour

: Blue

TalkDrinks
Cocktail and Drink Recipes by Leading Mixologists
talkdrinks.com

Ingredients

- 3/4 oz. Liqueur, blueberry (Creme de Myrtille)
- 1 1/2 oz. Gin
- 1/4 oz. Lemon Juice
- 1/2 oz. Sugar Syrup

Glass to Use

Old Fashioned glass

Mixing Instructions

Stir ingredients in a cocktail shaker with ice. Strain into glass.

Contributor

This drink recipe was submitted by one of our eerily charismatic readers, Goodebuzz!

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Orange Crush
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Grapefruit Crush Drink Recipe

Ingredients

4 oz Grapefruit Juice

4 oz Lemonade

My Bar

Grapefruit Crush Directions
Pour into an ice-filled collins glass. Garnish with a sprig of mint, and serve with a straw.

Serve Grapefruit Crush in a Collins Glass

1 Vote

Email Grapefruit Crush Recipe to a Friend

Put Grapefruit Crush recipe on your Site!

Grapefruit Crush Drink Recipe Ingredients

Grapefruit Juice

Lemonade

Ask
ver
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Are you interested in becoming one of our Drink Masters? We are looking for people who live and breathe drink recipes, like the *Grapefruit Crush drink recipe*, to help us improve our site content. Send us an email **to find our more.**

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Grape Crush Drink Recipe

Recipe Rating: 91 % (of 240 votes)

Ingredients to use:
1.0 fill with Lemon Lime Soda
1.0 oz. Cranberry juice
2.0 oz. Sour mix
1.0 oz. Vodka
0.5 oz. Chambord

Directions: Add all ingredients execpt 7-Up to a mixing glass filled with ice. Shake and strain into a glass filled with ice. Top off with 7-Up.

Rate it:
○ Good
○ Not So Good vote

Click your social network icon to send this recipe to your friends

Orkut coming soon!

Bad Recipe?: Is this recipe wrong or have a problem? Let us know

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We hope you found the above information on how to make a Grape Crush cocktail recipe helpful. If the instructions or directions for making this recipe are not correct please contact us.

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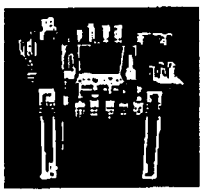

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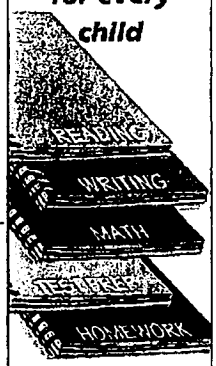

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What our users have to say about this recipe

Be the first to comment on this recipe Comments are moderated and will show up after being reviewed and approved:

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Ray Foley, Heather...

Complete Guide to Single Malt Scotch...
Michael Jackson

The Craft of the Cocktail
Dale DeGroff

Margarita Mama
Alyssa D. Gusenoff...

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JUICE BARS

45mm STICKY BACKED LABEL

pms 152c + 519c

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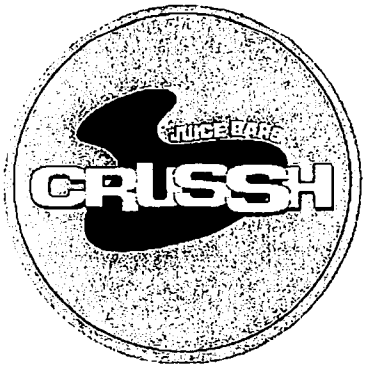
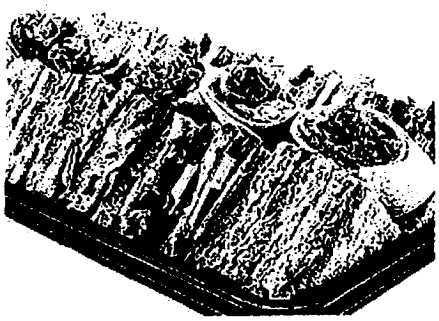


JUICE BARs
CRUSSH



Crussh Direct

In a russh?!! Then we'll bring Crussh to you. We deliver individual, group or corporate orders direct to your door.

How to Order

It's easy... Simply **fax** your local store your order **by 10.30am*** and we'll **deliver** to your workplace by **12.30pm the same day.**

The **minimum order is £30** and **delivery is free** within our delivery zones. You can **pay** with **cash, cheque or BACS.**

Click here to download our menu. If you can't see exactly what you're looking for, don't worry - just give your local Crussh a ring direct and we'll be happy to help.

If you have any questions about Crussh Direct, just give us a call on 020 7580 7403

* Because we make our food fresh every day, we need all **platter & orders over £50 by 4.30pm the day before.**

JUICE BARS CRUSSH

Crussh Direct

Download Menu

Our innovative healthier sandwiches are hand made by our kitchen team fresh every day

Click Here if you would like to be kept up to date with the latest from Crussh

DELIVERY MENU

Sandwiches	Price	Qty
Mature cheddar & friars chutney (V)	£1.75	
Egg mayo & mustard cress (V)	£1.40	
Tu-cumber mayo	£1.95	
Chicken salad	£2.15	
Ploughman's Bloomer (V N)	£2.50	
Classic Ham Bloomer	£2.50	
Smokey ham swiss	£2.80	
Free-range turkey club	£3.40	
Smoked salmon & cream cheese bagel	£2.90	
Wheatfree 5-a-day (V WF DF N)	£2.85	
Wheatfree artichoke & wild rocket (WF DF V)	£2.85	

Wraps	Price	Qty
Sushi wrap chicken/salmon/mushroom (N)	£3.50	
Simply caesar (N)	£3.00	
Tuna salad	£2.60	
Hoummus & falafel (DF V)	£3.00	

Salads with separate dressings	Price	Qty
O-me-good salad pot (OM DF)	£2.75	
Pomegranate chicken & brown rice salad pot	£2.75	
Sweet pepper & moroccan chicken salad pot	£2.75	
Greek feta (V WF GF)	£3.65	
Tuna nicoise (WF GF DF)	£4.95	
Feta, roast pepper & sun dried tomato pasta (V N)	£3.25	
Crayfish & yuzu salad	£3.65	
Crayfish & sweet chilli noodle salad (DF)	£3.65	
Wheatfree Spicy Mushroom Pasta (WF V)	£4.00	

Salad bowls	Price	Qty
Bang bang chicken (N)	£4.95	
Super - 7 (V WF GF DF)	£4.95	
Free-range chicken caesar (N)	£4.95	
Falafel Feta Beet (N V)	£4.95	

Health pots	Price	Qty
Superfoods (V WF DF GF N)	£1.65	
Beet-chick (V DF)	£1.65	
Full o' beans (V WF N LOW GI)	£1.65	
Hoummus & Veg dip sticks (V WF N)	£1.45	
Tuna lean bean (WF GF DF)	£2.00	
Tuscan chicken (WF GF N)	£2.00	

Solo Juices	Med £2.50	Lrg £3.00	Full £3.50
FRESH ORANGE JUICE			
FRESH APPLE JUICE			
FRESH CARROT JUICE			

100% Juice Combos	£2.65	£3.50	£4.50
CLEAN & LEAN apple melon cranberry			
ENERGISER apple carrot ginger			
LOVE JUICE orange strawberry peach banana			
ZINGER apple carrot pineapple orange			
PURIFIER apple carrot celery ginger red fruit			
LIQUID LUNCH apple pineapple ginger coconut milk			
SUPER JUICE carrot spinach beetroot cucumber			
GREEN GODDESS kiwi pear apple lime spinach celery cucumber			

Smoothies	£2.65	£3.85	£4.80
Made with 98% fat free frozen yoghurt (or DF sorbet)			
STRAWBERRY COOL strawberry banana orange juice			
MANGO MADNESS mango banana orange juice			
PEACH PASSION peach banana orange juice			
BANANARAMA banana skimmed milk honey			
BLUEBERRY HILL blueberry banana apple juice			
BERRY BLAST raspberry blueberry banana apple juice			
PINEAPPLE PLEASURE pineapple banana pineapple juice			

Super Smoothies	£3.00	£4.00	£5.00
Made with 98% fat free frozen yoghurt (or DF sorbet) with specially designed benefit booster added			
BRAINSTORM apple cranberry banana apple juice			
GOOD MORNING mango blueberry banana orange juice			
FAT BURNER blueberry red berries banana apple juice			
ENERGY EXPLOSION cherry banana apple juice			
BLISS BLEND peach mango pineapple banana coconut milk OJ			
BRAZILIAN acai paw paw banana apple juice			
BREAKFAST SMOOTHIE (N) milk muesli honey banana			

Cold Drinks	Price	Qty
STILL WATER	£0.80	
SPARKLING WATER	£0.80	
COKE	£0.80	
DIET COKE	£0.80	
VITAMIN WATER	£1.60	
ORGANIC LEMON	£1.00	
ORGANIC CRANBERRY	£1.00	

Food Keys

O-Organic; V-Vegetarian; N-Contains nuts; DF-Dairyfree; WF-Wheatfree; GF-Glutenfree; LOW GI-Low Glycaemic Index; ♥ - Low Fat; Om-Rich in Omega 3

WHEATGRASS WEDNESDAY £1 A SHOT EVERY WEEK

Morning Break	Price	Qty
Breakfast berry granola (V N)	£1.50	
Fruit salad (V WF DF)	£2.60	
Organic yoghurt - cranberries & seeds	£1.25	
Low fat greek yoghurt honey/berry (V O)	£1.25	
Muffin choc chip/apple/blueberry	£1.35	
Summer porridge (O V WF)	£1.75	

Snacks & Desserts	Price	Qty
Nut & Seed Mix (V N DF WF)	£1.35	
Fair-trade choc shot (V N)	£1.50	
Flapjack blackcurrant/raspberry (V N)	£1.10	
Choc brownie (V N)	£1.25	
Carrot cake (V N)	£1.85	
Chocolate cake (N)	£1.85	
Eat natural bar (V N)	£1.00	
Kettle chips (V)	£1.00	
G&B organic chocolate (O)	£0.95	

Account Information

Company .....

Contact name .....

Contact no .....

Account Number (if applicable) .....

Delivery Address .....

.....

Delivery Date & Time .....

Special Delivery Requests .....

Payment by Cash or Account? .....

FREE delivery within our delivery zone. Minimum order is £20. All order received before 10:30am are guaranteed for same day delivery by 12 3pm. Because we make our food fresh any orders over £50 need to be supplied by 3:30pm the previous day.

For a full list of stores visit www.crussh.com

About Us

Quite simply, we are a refreshingly different, amazingly passionate and (well, we like to think) the country's BEST juice, smoothie and healthier eating company!

Pop into one of our juice bars and you'll see us whizzing up the best made-to-order fruit smoothies in the country, freshly pressing all our juices right in front of you and serving up some of the tastiest sandwiches, 'super-food' salads, sushi and delicious soups you can find anywhere.

From the beginning, way back in our first store in Cornhill in 1998, we have always strongly believed in avoiding additives, preservatives, GM foods, added salt and sugar and in using the best natural and organic ingredients whenever possible.

Our philosophy is simple – we're about making healthier, tastier food & drink easier for you!

About Us
The Crussh Team

Franchise Information

Our philosophy is all about making healthier, tastier food & drink easy for you!

Our bread has the fat and 25% less salt than normal malted wheat grain, so even our sandwiches are that little bit healthier

Click Here if you would like to be kept up to date with the latest from Crussh

The Crussh Team

Meet the team behind the scenes...

James Learmond
Crussh Founding Director

Way back in 1998 James couldn't find anyone on the High Street that offered a healthier alternative and saw a gap in the market. Nine years on, Crussh are still London's favourite freshly made to order juice and smoothie bar, dedicated to providing Londoner's with a genuine fast healthy food alternative.

Christopher Fung
Crussh Managing Director

Originally from Hong Kong, Chris grew up in Australia – a country that's certainly no stranger to fresh juice and smoothie bars. An out-and-out foodie, Chris is now responsible for bringing the juice revolution to the UK and beyond!

Nick Nathan
Crussh Operations Director

Nick's been with Crussh pretty much from the start and he's in charge of perfecting all new smoothie and juice concoctions as well as coming up with new recipes, from seasonal soups & sandwiches to creating up the latest 'super-food' salads. A gold medal chef, it's Nick that makes sure we offer all of you some really exciting healthier food ideas.

About Us
The Crussh Team

Franchise Information

We're always working on a healthier and tastier alternative and would love to hear your ideas

We have always believed in avoiding artificial additives, preservatives & GM wherever possible, so that the food you eat is naturally fresh

Click Here if you would like to be kept up to date with the latest from Crussh

Crussh - Jubilee Place

Franchise Information

We currently are issuing some selective master franchises. If you think you have prior multi-store experience and the passion to help expand Crussh please let us know.

If you are interested in finding out more please click here to register your interest.

JUICE BARS CRUSSH

About Us
The Crussh Team

Franchise Information

Crussh is famous for making London's BEST smoothies! That's why we're now the UK's largest fresh juice bar

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JUICE BARS
CRUSSH

DRINKS

- Fresh Juice
- Smoothies
- Super Smoothies
- Boosters & Wheatgrass
- Coffee & Hot Drinks
- Cold Drinks

FOOD

- Porridge & Breakfast
- Morning Break
- Soup
- Salads
- Healthpots
- Sandwiches & Wraps
- Toasties
- Sushi
- Snacks and Desserts

Search Our Menu

Menu Groups:
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Our noodle salads & sushi wraps are low fat ~ perfect for a healthier lunch alternative to lettuce

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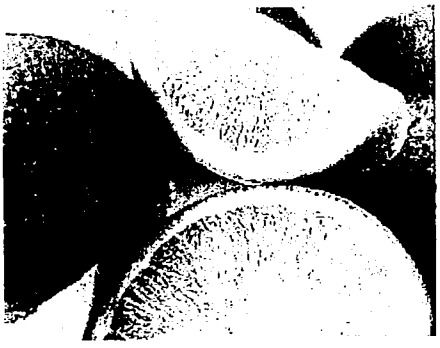
MENU & NUTRITION | WHY JUICE? | FIND A CRUSSH | | TALK TO US



Why Juice?

There's no doubt about it. Juicing is one of the easiest ways to make your life a whole lot healthier.

Raw juices are simply freshly pressed fruit and vegetables – carrots, apples, pears or even celery and beetroot - just chopped up and put through a juicer machine to extract all the juice and goodness. That's it.

Our juices are freshly squeezed so there's no nasty additives, preservatives, heat treatment, use by dates or added sugar - just 100% pure fruit!

While we don't promise instant beauty or eternal life, drink fresh juice regularly and you will probably:

- Feel full of energy and be revitalised
- Have smoother, brighter, clearer complexion and a smile to match
- Find you lose a bit of excess weight
- Have a healthier, happier lifestyle

So what's so good about fresh juice?

1. **'Fresh' really means fresh** - The real meaning of 'fresh' is extremely important to us. Our juices are all made right there in front of you. No apple, carrot or spinach leaf gets juiced until you give us the nod. Heat-treated, bottled smoothies, however, can sit in a supermarket chiller for over a week!
2. **More energy** - Food is fuel. Without the right fuel, the body simply can't run at its best. Fresh juice is packed with all the important bits - vitamins, nutrients and minerals that are vital for all kinds of chemical reactions in the body.
3. **Natural high** - Juicing gives us an instant energy hit without the usual suspects of refined sugars and caffeine.
4. **Easy nutrients** - Lots of important trace elements, vitamins and minerals are trapped in the fibrous parts of fruit and veg that our bodies love. Juicing releases all those ultra-healthy nutrients so they can be easily absorbed into the bloodstream.
5. **Living enzymes** - Enzymes are the all-singing, all-dancing types of 'phytochemicals' that are critical for literally hundreds of chemical reactions taking place in our bodies every day. Raw juices are just-pressed, raw and brimming with these incredible little things. Bottled juices and pre-packaged smoothies, however, aren't so lucky. Pasteurisation, no matter how 'gentle', leaves them devoid of enzymes. Erm, that's why we don't do it.
6. **Easy peasy lemon squeezy** - Most of us know we should be eating more fresh fruit and vegetables. It's not rocket science but being healthy can somehow seem like really hard work. Rustling up a mung bean vegetable stew from scratch might be an effort. Drinking a deliciously fruity, just-pressed juice on your way to work isn't.

Click Here if you would like to be kept up to date with the latest from Crussh

Our Stores

You can find your nearest Crussh at...

COME VISIT OUR NEW STORE

Marble Arch
Unit 4
Bryanston St
W1H 7EF

Tel. 020 7723 5272
Fax. 020 7723 5300
View more details

Store List

London Map

West End Stores

We strive to make every juice or smoothie from scratch in less than 30 seconds... so you can rely on us whenever you need to pop in for a quick pick me up

Strutton Ground
15 Strutton Ground
SW1P 2HY

Tel. 020 7233 1955
Fax. 020 7233 0319
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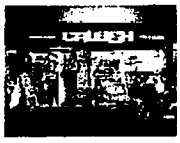

Notting Hill
59 Notting Hill Gate
W11 3QS

Tel. 0207 221 4325
Fax. 0207 221 7199
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Soho
14 Broadwick Street
W1F 8HP

Tel. 020 7287 4480
Fax. 020 7287 4500
View more details

Eastcastle Street
47 Eastcastle Street
W1W 8DY

Tel. 020 7636 9834
Fax. 020 7636 9865
View more details

Mayfair
1 Curzon St
Mayfair
W1J 5HD

Tel. 020 7 629 2554
Fax. 020 7629 2298
View more details

Rathbone Place
30 Rathbone Place
Soho
W1T 1JQ

Tel. 020 7636 9808
Fax. 020 7637 4710
View more details

Russell Square
U28 The Brunswick
Bloomsbury
WC1N 1AW

Tel. 020-7837 6848
Fax. 020-7713 0777
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Charing Cross
11 Strand
WC2N 5HR

Tel. 020 7925 2851
Fax. 020 7839 4725
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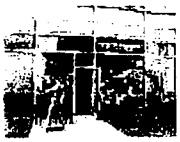

BBC Centre

BBC Centre
Vivacity
W12 7TR

Tel. 020 8746 7916
Fax. 020 8746 7035
View more details

Westminster

4 Millbank
Westminster
SW1P 3JA

Tel. 020 7233 2099
Fax. 020 7222 7810
View more details

High St Kensington

27 Kensington High Street
Kensington
W8 5NP

Tel. 020 7376 9786
Fax. 020 7937 4896
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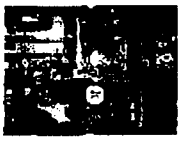

Westway Sports Centre

Westway Sports Centre
Latimer Road
W10 6RP

Tel. 020 8969 0761
Fax. 020 8969 0761
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City Stores

Bankside

Unit R5
14 Sumner Street (off Southwark St)
SE1 9JZ

Tel. 020 7928 3007
Fax. 020 7928 2985
View more details

Bank

48 Cornhill
Bank
EC3V 3PD

Tel. 020 7 626 2175
Fax. 020 7 626 1312
View more details

Canary Wharf - Tower Concourse

Tower Concourse Level
Canary Wharf
E14 5AB

Tel. 020 7 513 0076
Fax. 020 7 519 1776
View more details

Canary Wharf - Jubilee Place

Unit 21 Jubilee Place
Canary Wharf
E14 5AB

Tel. 020 7 519 6427
Fax. 020 7 519 6428
View more details

Ludgate Circus

6 Farringdon Street
Ludgate Circus
EC4M 7LH

Tel. 020 7489 5916
Fax. 020 7489 5917
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Exhibition Centre Stores

Earls Court 1 Exhibition Centre

Earls Court 1 Exhibition Centre
Warwick Road
SW5 9TA

Tel. 02073708354
Fax. 02073708258
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Earls Court 2 Exhibition Centre

Earls Court 2 Exhibition Centre
Warwick Rd
SW5 9TA

Tel. 020-7370 8351
Fax. 020-7610 0357
View more details

Olympia Exhibition Centre

Olympia Exhibition Centre
Hammersmith Road
W14 8UX

Tel. 020-7598 2758
Fax. -
View more details

Kent

Bluewater

Unit 90B
Upper Thames Walk
DA9 7TR

Tel. 01322 423 700
Fax. 01322 242 3031
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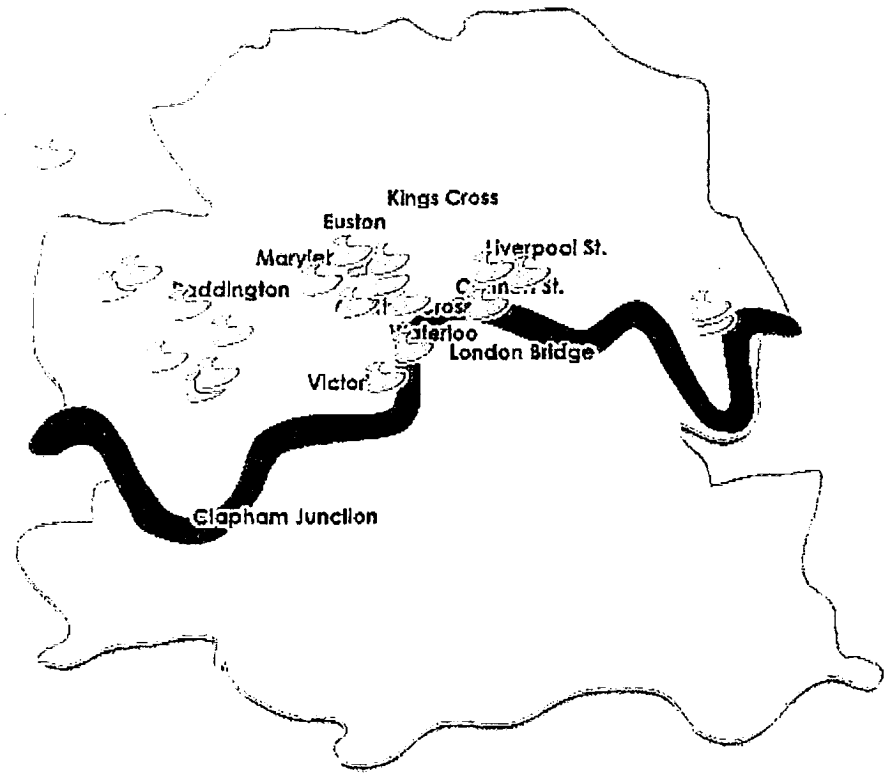
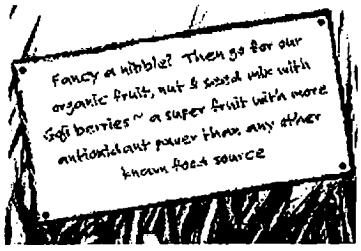


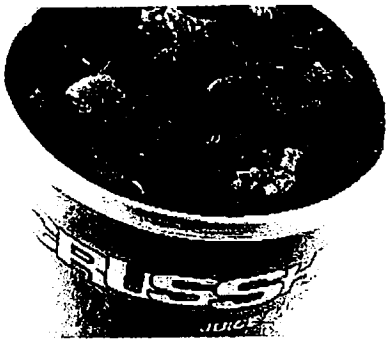
Store List

London Map

In a russh!!! Then let us bring Crussh to you... We do individual, group and company deliveries (even 3pm smoothie time to perk up your office!)



Click Here if you would like to be kept up to date with the latest from Crussh



What's new at Crussh?

What's new at Crussh?

Crussh In The News

We strive to cater for all customers needs, offering plenty of tolerance friendly options such as quinoa, buckwheat pasta & wheat free bread

We love Wheatgrass!
It's one of nature's true super foods and contains almost everything needed to keep us going. The best way to absorb all it's natural goodness is by extracting the juice and drinking it straight away to benefit from its nutrients

21st November 2007 View more details

Porridge

18th February 2008 View more details

Spring Boost your drink
If you fancy getting a little ore out of your freshly-made-drink, then try adding one of our Crussh Boosters.

07th March 2008 View more details

NEW STORE - Marble Arch
Our brand new store opens on Monday the 10th of March, just behind Marble Arch station

07th March 2008 View more details

low GI JANE
Fight the carbs with our NEW spring drink - low GI JANE. A tasty combination of celery, cucumber & organic apples.

07th March 2008 View more details

Crussh goes Carbon Neutral
At Crussh we like things fresh and 100% natural. In fact we try and incorporate it in everything we do on a day-to-day basis. Whether it's coming up with a tasty new juice, researching new packaging or simply turning the office lights off at night.

07th April 2008 View more details

Crussh toasties are made using bespoke low fat ciabatta style bread

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Talk To Us

If you would like to know more about Crussh or have something to say, it would be really great to hear from you...

Crussh Head Office
5th Floor,
79 - 80 Margaret Street
London,
W1W 8TA

Tel: 020 7580 7403
Fax: 020 7631 1415

Talk To Us

Tell Us What You Think

Franchising

Work With Us

Keep Me Posted

We have one of the largest daily soup ranges in London. Choose from our classic, gourmet, organic or chilli

Customer Comments

Name

Email

Phone

Comments

send message

As the founder of Crussh, James is always eager to hear your feedback and ideas, so you can also email him direct on jlearmond@crussh.com

Click Here if you would like to be kept up to date with the latest from Crussh

TALK TO US

Thank you for your feedback!

Crussh was set up way back in 1998 to provide a genuine alternative to unhealthy fast food. Our philosophy at Crussh is simple – we're about making healthier, tastier food & drink easier for you. We hope to see a day when people actively seek fresh juices and healthy food!

We'd really love to hear your thoughts & suggestions about your Crussh experience. Listening to your feedback helps us to continually improve each and every day.

As our way of saying "Thanks" for your time, you'll be automatically entered into our draw to win a week's worth of smoothies.

Please select the city where you last visited Crussh: 1. London - West End Stores

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Thesaurus

Legend: Synonyms Related Words Antonyms

Noun 1. fruit crush - drink produced by squeezing or crushing fruit

- fruit juice
- beverage, drinkable, potable, drink - any liquid suitable for drinking; "may I take your beverage order?"
- nectar - fruit juice especially when undiluted
- apple juice - the juice of apples
- cranberry juice - the juice of cranberries (always diluted and sweetened)
- grape juice - the juice of grapes
- grapefruit juice - the juice of grapefruits
- orange juice - bottled or freshly squeezed juice of oranges
- pineapple juice - the juice of pineapples (usually bottled or canned)

Link to this page:

fruit crush

Please bookmark with social media, your votes are noticed and appreciated:

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Made from Concord grapes, just 4oz. is a full serving of fruit.
www.welchs.com

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www.BigSecretCrush.com

Lactose Free Ice Cream
Creamless Healthy Ice Cream Overnight Shipping & Try It.
www.myFruiticana.com

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My Word List

Add current page to the list

It's free

Cool!

Advertisement (your ad here)

Charity

Feed a hungry child - donate to school feeding

program

Mentioned in

apple juice
beverage
cranberry juice
drink
drinkable
fruit juice
grape juice
grapefruit juice
nectar
orange juice
pineapple juice
potable

Dictionary/thesaurus browser

fruit
fruit bar
fruit bat
fruit beer
Fruit bud
fruit cocktail
fruit compote
fruit crush
fruit custard
Fruit dot
fruit drink
fruit fly
fruit grower
Fruit jar
fruit juice

Full browser

fruit beer
Fruit bottom
Fruit bottom
Fruit bromelain
Fruit bromelain
Fruit Brute
Fruit bud
Fruit bum
Fruit butter
Fruit butters
Fruit by the Foot
Fruit cake
Fruit cake
Fruit cake
Fruit Chan
Fruit Chan Gor
fruit cocktail
fruit cocktail
Fruit Column
fruit compote
fruit compote
Fruit Cove
Fruit Cove, FL
Fruit Cove, Florida
fruit crush
Fruit cups
fruit custard
Fruit dot
Fruit dove
fruit drink
fruit drink
fruit drink
Fruit extracts
Fruit extracts
Fruit extracts
Fruit extracts
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Fruit fetishism
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Fruit Fly Genetics and Management Laboratory
Fruit fool
Fruit from a forbidden tree

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crush

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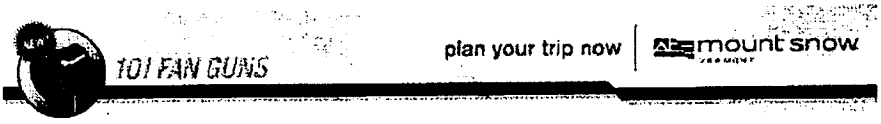

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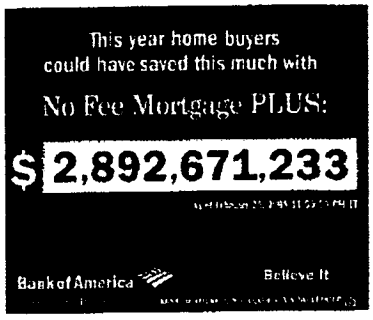

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crush [kruhsh] Pronunciation Key - Show IPA Pronunciation

-verb (used with object)

1. to press or squeeze with a force that destroys or deforms.
2. to squeeze or pound into small fragments or particles, as ore, stone, etc.
3. to force out by pressing or squeezing; extract: *to crush cottonseeds in order to produce oil.*
4. to rumple; wrinkle; crease.
5. to smooth or flatten by pressure: *to crush leather.*
6. to hug or embrace forcibly or strongly: *He crushed her in his arms.*
7. to destroy, subdue, or suppress utterly: *to crush a revolt.*
8. to overwhelm with confusion, chagrin, or humiliation, as by argumentation or a slighting action or remark; squelch.
9. to oppress grievously.
10. *Archaic.* to finish drinking (wine, ale, etc.).

-verb (used without object)

11. to become crushed.
12. to advance with crushing; press or crowd forcibly.

-noun

13. the act of crushing; state of being crushed.
14. a great crowd: *a crush of shoppers.*
15. *Informal.*
    a. an intense but usually short-lived infatuation.
    b. the object of such an infatuation: *Who is your latest crush?*

[Origin: 1300-50; ME *crus-chen* < MF *cruisir* < Gmc; cf. OSw *krusa, krosa,* MLG *krossen* to crush]

—Related forms
crush·a·ble, *adjective*
crush·a·bil·i·ty, *noun*
crush·a·bly, *adverb*
crusher, *noun*

—Synonyms 1. crumple, rumple. 2. pulverize, powder, mash, crumble. See BREAK. 7. quell, overcome, quash.

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crush (krŭsh) Pronunciation Key

v. **crushed, crush·ing, crush·es**

v. *tr.*
1. To press between opposing bodies so as to break or injure.
2. To break, pound, or grind (stone or ore, for example) into small fragments or powder.
3. To put down; subdue: *crushed the rebellion.*
4. To overwhelm or oppress severely: *spirits that had been crushed by rejection and failure.*
5. To crumple or rumple: *crushed the freshly ironed shirt.*
6. To hug, especially with great force.
7. To press upon, shove, or crowd.
8. To extract or obtain by pressing or squeezing: *crush juice from a grape.*
9. *Archaic* To drink; quaff.

v. *intr.*
1. To be or become crushed.
2. To proceed or move by crowding or pressing.

n.
1. The act of crushing; extreme pressure.
2. The state of being crushed.
3. A great crowd: *a crush of spectators.*
4. A substance prepared by or as if by crushing, especially a fruit drink: *orange crush.*
5. *Informal*
   a. A usually temporary infatuation.
   b. One who is the object of such an infatuation.
6. A decisive or critical moment or situation.
7. The process of stamping or crushing grapes for wine.

[Middle English crushen, from Old French croissir, *of Germanic origin.*]

crush'a·ble *adj.*, **crush'er** *n.*, **crush'proof'** (-prōōf') *adj.*

Synonyms: These verbs mean to press forcefully so as to reduce to a pulpy mass: *crushed the rose geranium leaves; mashed the sweet potatoes; pulped raspberries through a sieve; smashed the bamboo stems with a hammer; squashed the wine grapes.* See Also Synonyms at crowd[1].

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crush

1398, from O.Fr. *croisir* "to gnash (teeth), crash, break," perhaps from Frank. **krostjan* "to gnash." Sense of "person one is infatuated with" is first recorded 1884; to *have a crush on* is from 1913.

Online Etymology Dictionary, © 2001 Douglas Harper

crush

noun
1. leather that has had its grain pattern accentuated [syn: crushed leather]
2. a dense crowd of people
3. temporary love of an adolescent [syn: puppy love]
4. the act of crushing

verb
1. come down on or keep down by unjust use of one's authority; "The government oppresses political activists" [syn: oppress]
2. to compress with violence, out of natural shape or condition: "crush an aluminum can"; "squeeze a lemon" [syn: squash]
3. come out better in a competition, race, or conflict; "Agassi beat Becker in the tennis championship"; "We beat the competition"; "Harvard defeated Yale in the last football game" [syn: beat]
4. break into small pieces; "The car crushed the toy"
5. humiliate or depress completely; "She was crushed by his refusal of her invitation"; "The death of her son smashed her"
6. crush or bruise; "jam a toe" [syn: jam]
7. make ineffective; "Martin Luther King tried to break down racial discrimination" [syn: break down]
8. become injured, broken, or distorted by pressure; "The plastic bottle crushed against the wall"

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crush[1] [kraʃ] *verb*
to squash by squeezing together etc
Example: *The car was crushed between the two trucks.*

Arabic: يسحق، يهرس
Chinese (Simplified): □□
Chinese (Traditional): □□
Czech: (roz)mačkat
Danish: knuse
Dutch: verpletteren
Estonian: puruks muljuma
Finnish: murskata, puristaa
French: écraser
German: zerquetschen
Greek: συνθλίβω
Hungarian: összeprésel
Icelandic: kremja
Indonesian: meremuk
Italian: schiacciare
Japanese: □□□□□
Korean: □□ □□□
Latvian: saspiest; saberzt
Lithuanian: (su)traiškyti, (su)lamdyti
Norwegian: knuse, klemme, presse (sammen)
Polish: gnieść
Portuguese (Brazil): esmagar
Portuguese (Portugal): esmagar
Romanian: a zdrobi
Russian: раздавливать
Slovak: rozmliaždiť
Slovenian: zmečkati
Spanish: aplastar
Swedish: krossa
Turkish: ezmek

crush[2] [kraʃ] *verb*
to crease
Example: *That material crushes easily.*

Arabic: يتسحق
Chinese (Simplified): □□
Chinese (Traditional): □□
Czech: (z)mačkat se
Danish: krøille
Dutch: (ver)kreukelen
Estonian: kortsuma
Finnish: rypistyä
French: se froisser
German: zerknittern
Greek: τσαλακώνω
Japanese: □□□□□
Korean: □□□□
Latvian: burzīt; burzīties; gumzīt
Lithuanian: glamžyti(s)
Norwegian: bli krøllet, krølle seg
Polish: gnieść się, miąć, marszczyć

Hungarian: összegyűródik
Icelandic: bögglast
Indonesian: mengusutkan
Italian: sgualcire, spiegazzare
Portuguese (Portugal): enrugar-se
Romanian: a se şifona
Russian: мять(ся)
Slovak: rozbiť sa
Slovenian: mečkati se
Spanish: estrujar, exprimir, prensar
Swedish: skrynkla
Turkish: buruşmak, kırışmak

crush[3] [kraʃ] *verb*
to defeat
Example: *He crushed the rebellion.*

Arabic: يهزم
Chinese (Simplified): [illegible]
Chinese (Traditional): [illegible]
Czech: zlikvidovat, zničit
Danish: nedkæmpe
Dutch: nerslaan
Estonian: maha suruma
Finnish: kukistaa
French: écraser
German: zerschmettern
Greek: καταστέλλω, νικώ
Hungarian: felmorzsol (ellenállást)
Icelandic: kveða niður
Indonesian: mengalahkan
Italian: schiacciare
Japanese: [illegible]
Korean: [illegible]
Latvian: apspiest; sagraut
Lithuanian: (su)triuškinti, (nu)malšinti
Norwegian: knuse
Polish: tłumić
Portuguese (Brazil): esmagar
Portuguese (Portugal): esmagar
Romanian: a reprima
Russian: подавлять
Slovak: rozdrviť
Slovenian: streti
Spanish: aniquilar, eliminar
Swedish: krossa, tillintetgöra
Turkish: ezmek, yok etmek

crush[1] [kraʃ] *verb*
to push, press etc together
Example: *We (were) all crushed into the tiny room.*

Arabic: يحشر، يزدحم
Chinese (Simplified): [illegible]
Chinese (Traditional): [illegible]
Czech: namačkat
Danish: mase; presse
Dutch: samenpersen
Estonian: kokku kiiluma
Finnish: ahtaa
French: entasser
German: drängen
Greek: στριμώχνω, πιέζω
Hungarian: összenyom, -zsúfol
Icelandic: troða
Indonesian: menjejalkan
Italian: pigiare, stipare
Japanese: [illegible]
Korean: [illegible]
Latvian: saspiest; saspiesties; spiesties; drūzmēties
Lithuanian: (su)grūsti, (su)spausti
Norwegian: presse, stappe
Polish: wtłaczać, wpychać
Portuguese (Brazil): esmagar, apertar
Portuguese (Portugal): imprensar
Romanian: a înghesui
Russian: втискивать
Slovak: natlačiť
Slovenian: stisniti
Spanish: comprimir
Swedish: tränga ihop, tränga sig fram
Turkish: tıkış(tır)mak

crush [kraʃ] *noun*

Example: *There's always a crush in the supermarket on Saturdays.*

Arabic: إزدحام شديد
Chinese (Simplified): [illegible]
Chinese (Traditional): [illegible]
Czech: nával, tlačenice
Danish: tæt trængsel
Dutch: gedrang
Estonian: tunglemine
Finnish: tungos
French: cohue
German: das Gedränge
Greek: συνωστισμός, σπρωξίδι
Hungarian: tolongás
Icelandic: troðningur
Indonesian: kerumunan
Italian: calca, ressa
Japanese: [illegible]
Korean: [illegible]
Latvian: spiešanās; drūzma
Lithuanian: spūstis
Norwegian: trengsel
Polish: tłok, ścisk
Portuguese (Brazil): aperto
Portuguese (Portugal): aperto
Romanian: înghesuială
Russian: давка
Slovak: nával
Slovenian: gneča
Spanish: aglomeración, multitud
Swedish: trängsel
Turkish: kalabalık, izdiham

See also: crushing

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Wallstreet Words - Cite This Source - Share This

crush

A combination commodity trade in which soybean futures are purchased and soybean meal or oil futures are sold. *Compare* reverse crush.

Wall Street Words. An A to Z Guide to Investment Terms for Today's Investor by David L. Scott.
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MATERIALS
REDACTED

From: Richard Lackey [mailto:rlackeyco@msn.com]
Sent: 11 December 2006 15:38
To: jlearmond@crussh.com
Subject: International Expansion

Good Morning!

First of all, may I say - as an American visiting often the UK - your CRUSSH juice bars are exceptional ..and we feel have a great potential for international acceptance and success.

My London Partner and I would like to introduce you to International Restaurant Partnerships (IRP) ..where we assist major
restaurant, hospitality and unique food service operators with their international expansion ...by providing them with major operating partners in those markets they are seeking expansion!

Please take a moment and view our web site at - www.irp-global.com ... and give us a call or contact us at your earliest convenience.

Best regards,

Jaana Luik
Executive Vice President, Lackey Companies LLC.

Richard L. Lackey
Chairman, Lackey Companies LLC.
US Partner, The Lackey-Waddell Report
US Partner, International Restaurant Partnerships (www.irp-global.com)
Chairman, Council of International Restaurant Real Estate Brokers, LTD. (www.cirb.net)

MATERIALS
REDACTED

From: Mtryan@aol.com [mailto:Mtryan@aol.com]
Sent: 02 November 2007 15:40
To: jlearmond@crussh.com
Subject: Re: Crussh

Dear Mr. Learmond

Thank you for your quick reply. I have over 25 years of experience in the food service business. I am currently working for a few wealthy financial executives identifying and managing restaurant and leisure investments. We would be open to any discussion regarding franchising, joint venture, or master franchising Crussh in the US market. I believe there is a huge void, and large market for fresh, healthy convenient, crave-able food. I have attached my slightly dated CV for your review.

Best Regards,

Michael Ryan

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MATERIALS
REDACTED

From: Mtryan@aol.com [mailto:Mtryan@aol.com]
Sent: 19 November 2007 19:58
To: jlearmond@crussh.com
Subject: Re: FW: Crussh

In a message dated 11/18/2007 3:59:26 P.M. Eastern Standard Time, jlearmond@crussh.com writes:

Dear Mr. Learmond

Sorry about the delay in getting back to you. I suggest you contact the Finisterre Founder and Partner, Frode Foss-Skiftesvik. He works out of the Finisterre US office in Stamford, CT and can be reached at (203) 323-7995 or he can be emailed at frode@finisterrecapital.com. Mr. Foss-Skiftesvik would be one of my partners in this venture if both sides ever came to an agreement.

I will gladly provide you more references upon your request. After any initial meeting and further interest from both parties I can provide you with our financial's.

Best Regards

Michael Ryan

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MATERIALS
REDACTED

From: Frode Foss [mailto:frode@finisterrecapital.com]
Sent: 26 November 2007 22:15
To: James Learmond
Subject: RE: Michael Ryan

Dear James

I can confirm that Michael's inquiry is of genuine intent and would have appropriate financial backing. While I am a founding partner of Finisterre Capital LLP in London the inquiry regarding Crussh is not linked to Finisterre, but refers to a separate business that Michael runs. The Finisterre office in London is at 1 Albemarle Street in Mayfair. I used to be a regular customer at Crussh in Curzon Street when I Lived in London previously which is how Michael found out about your company.

Please let me know if there is anything further that you need to respond to Michael's inquiry. Also, I will be working from Finisterre's London office from November 28th through December 7th but can be reached during this period via email or phone. My cell number is +1 203 570 4941 and my London office number is 020 7290 3100.

Best regards
Frode

From: James Learmond [mailto:jlearmond@crussh.com]
Sent: Thursday, November 22, 2007 2:22 PM
To: Frode Foss
Subject: Michael Ryan

Dear Mr. Foss-Skiftesvik

I have been contacted by Michael Ryan regarding discussing opportunities for working with Crussh in the US. I would be very grateful if you could confirm that this is a bone-fide project with genuine intent and appropriate financial backing. He has given yourself and Finisterre Capital as a reference and it would certainly progress things if you could confirm that the content of his e-mail below is correct.

I trust you will understand my caution but we do get many un-introduced approaches. Finisterre Capital in London is obviously an organisation that I can verify whereas Michael himself is not!

I look forward to your reply and being able talk further with Michael.

Regards

James Learmond
James Learmond
Director Crussh Juice Bars www.crussh.com
Tel 0207 580 7403 M.07768 68 42 48

From: Mtryan@aol.com [mailto:Mtryan@aol.com]
Sent: 02 November 2007 15:40
To: jlearmond@crussh.com
Subject: Re: Crussh

Dear Mr. Learmond

Thank you for your quick reply. I have over 25 years of experience in the food service business. I am currently working for a few wealthy financial executives identifying and managing restaurant and leisure investments. We would be open to any discussion regarding franchising, joint venture, or master franchising Crussh in the US market. I believe there is a huge void, and large market for fresh, healthy convenient, crave-able food. I have attached my slightly dated CV for your review.

Best Regards,

Michael Ryan

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17 May 2007
The Evening Standard
39
English
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First gourmet crisps were all the rage -- now popcorn is the latest snack to get in on the act. Ear-to-ear popcorn (apparently it's so good it makes you smile) has worked to bring

American-style popcorn to the UK using a hot-air process to pop the corn rather than the traditional oil method. Not only is it lighter and better for you, but it comes in outlandish flavours -- from pink Himalayan crystal salt to carameldrizzled chocolate. Available in medium, large, jumbo and in multiflavoured tins or snack-size bags. See www.eartoear.com for outlets or to buy online.

BOOK NOW

GALLOWS HUMOUR -- STAND UP FOR REPRIEVE

Bloomsbury Theatre, 23 May, 7.30pm, £25-£30 (020 7388 8822, www.thebloomsbury.com) Featuring some of the leading names on the stand-up scene, Gallows Humour will raise money for Reprieve, a charity that fights for the lives of people facing the death penalty and other human-rights violations. The bill includes Bill Bailey (below), Mark Thomas, Robin Ince and Simon Munnery.

HERE'S A THOUGHT

Doesn't Jos» Mourinho look like his dog?

Take me out tonight

CATHCART SPRING PROMS

Royal Albert Hall, tonight, 8pm, £18.50-£46 (020 7589 8212, www.royalalberthall.com) Now in its 12th year, the Spring Proms combine choral favourites, symphonic rock versions of chart hits and many British Proms classics. Presented by Angela Rippon, the evening will raise money for the Youth Backstage charity, and feature, among others, the Royal Philharmonic Concert Orchestra and the Eton College Pipers (above).

CHARLIE CHUTE

INDEPENDENT SHOP

TANTRIC TONIC

8 Creed Lane, EC4 (020 7489 7030, www.tantrictonic.com) If you've done the rounds at **Crussh** and have been through the menu at Juiced a million times, Tantric Tonic is an independent juice and smoothie bar whose drinks have been designed to offer busy office workers the maximum nutritional benefits in the minimum amount of time. It's the perfect place to refuel healthily.

WORD ON THE STREET

WHAT'S HAPPENING OUT THERE

BALLET PUMPS FOR BREAST CANCER CARE

Must-have ballet pump brand French Sole will this year participate in the annual "Sloane in Bloom" event of inspiring shopfront displays that runs throughout Chelsea Flower Show week (21-27 May). Its window will be adorned with the signature French Sole bow made from 1,000 peonies, French lavender and trailing ivy, as well as hundreds of pink Breast Cancer Care ribbons. Ten per cent of all sales over

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the week will go to Breast Cancer Care.

French Sole, 6 Ellis Street, SW1 (020 730 3779, www.frenchsole.com)

NEW ES EVENTS GUIDE

We have built an unmissable online guide to the best events going on in the capital. From family and free days out to festivals and exhibitions, visit Ö

www.thisislondon.co.uk/events

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