

BATTLE OF THE JUICES: ENERGY KITCHEN VS. NAKED JUICE

POWER TRIP

A day out shopping and the crowds start to get the better of you. You need energy, and you need it now. Instead of reaching for that pastry and mocha, why not go for a healthier option that will truly add a spring to your step? Energy Kitchen has outlets in Harrods and Selfridges that serve healthy juices, soups and pretzels to keep customers going. If there's shopping to be done, you will definitely need it!

Unlike the esoteric ingredients of Naked Juice, Energy Kitchen drinks are made up from a straightforward and easily-available selection of raw fruits and vegetables. A fantastic way of making sure your body gets its five a day if you don't have time to cook, the fruit and vegetables are blended with fruit juices or yoghurt in the case of the popular smoothies. The result is a velvety consistency which is thicker than juice – a great way to satisfy that annoying hunger pang without over-indulging on carbohydrates and more filling than the liquid Naked Juices. Slowly releasing energy throughout the day, the smoothies are much better for you than the quick sugar rush of a fast food snack. The power juices are even more focused on nutritional function, thus enhancing your body, mind, endurance and performance - or just your mood and well-being!

Energy Kitchen
www.energykitchen.co.uk



TOTAL
23/30



NUTRITION LAID BARE

With slightly more adventurous, and arguably more target-specific, ingredients than Energy Kitchen, Naked Juice is a new brand of smoothies that combines high-quality, unaugmented fruit with the punch of powerful vitamins and nutrients. One bestseller is the 'Green Machine', made from broccoli, spinach, blue-green algae, spirulina seaweed, wheatgrass and echinacea. With all

of these nutrients in one drink, consumers cover an entire day's (or even week's) worth of healthy food requirements in one glass, and reap the intense health benefits of ingredients such as seaweed or spinach, which may not be regular elements of their diet! Alternatively, if it's the end of the day, then the delicious 'Black & Blueberry Rush' will hit the spot. Containing natural guarana caffeine and green tea as well as pure fruit sugars, this juice drink will keep you sharp and on the ball even after a hard day at work – more effective than a simple fruit smoothie from Energy Kitchen. Designed to detox, revive and energise, these juices come in a range of specific categories. Rather than picking your favourite flavour as at Energy Kitchen, choose instead from targeted combinations for Energy, Protein, Just Juice, Well-Being, Superfood and Anti-oxidant. With no added

HOW THEY COMPARE

Taste:	
Energy Kitchen:	8/10
Naked Juice:	6/10
Nutrition Target:	
Energy Kitchen:	7/10
Naked Juice:	9/10
Energy Boost:	
Energy Kitchen:	7/10
Naked Juice:	8/10
Price:	
Energy Kitchen:(Juice)	£3.30
or (Smoothie)	£2.98
Naked Juice: (Juice)	£2.30
Overall:	
Energy Kitchen:	22/30
Naked Juice:	23/30

sugars or preservatives, these yummy juices are stripped down to the bare essentials of natural ingredients.

Naked Juice
www.nakedjuice.co.uk