



PRESS RELEASE

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RANCHO LA PUERTA INTRODUCES TIERRA ALEGRE ORGANIC JUICE BAR

Seasonal, Organic Produce Completely Sourced From Tres Estrellas, the Resort's Six-Acre Farm, and Local Producers to Create the Freshest Juices and Smoothies for Guests

TECATE, Baja California, Mexico (May 18, 2015) – [Rancho La Puerta](#), world-renowned fitness resort and spa, introduces new organic juice bar, Tierra Alegre, which translates to “Joyous Earth.” The newly completed juice bar, located outdoors next to the resort’s Activity Pool, now offers seasonal, organic cold-pressed juices and smoothies for guests. All of the offerings are organic, raw, vegan, soy free and gluten free.

“We’re very excited to offer organic juices and smoothies for our guests in this beautiful new setting,” says Denise Roa, Executive Chef at Rancho La Puerta. “We’re passionate about sharing the importance of caring for our bodies through juicing and this juice bar offers guests the freshest produce in its raw, most nutrient-dense form. Each cup we serve embodies the values of The Ranch and Tres Estrellas. It represents the hard work of our farmers, the seasonal bounty of our organic farm, the care with which the juice is crafted, and the nourishment we provide to our guests.”

The Tierra Alegre juice bar allows Rancho La Puerta to offer the freshest juices possible with produce harvested from Tres Estrellas. Any produce needed in addition to the farm will come from local, organic producers. The completely seasonal menu’s ingredients are harvested the same day the juice is produced and are always at their peak in both flavor and nutrition. Juices are made to order, allowing the freshness of the juice to be consumed within the first 20 minutes which is the best time to drink the juice to receive all of its benefits.

Dan Fenyvesi, Nutritionist at Rancho La Puerta, shares, “For those who are not big fruit and vegetable eaters, juicing provides a convenient and enjoyable way to obtain those missing vitamins, minerals and phytonutrients.”

The farm-to-juice menu includes the signature Ranch Living Green Juice (kale, romaine, bok choy, cucumber, celery, mint, ginger and lemon – pineapple or superfoods are optional), a carrot juice, and seasonal offerings. All organic, cold-pressed juices are made directly on-site at Tierra Alegre. The smoothies include nut, rice or coconut milk and guests can customize their smoothies with supplements, specific to their fitness and wellness goals. Guests will

have the option of customizing their drink with super foods such as turmeric, flax, cacao, ginger and chia seeds.

In keeping with The Ranch's sustainability practices and eco-friendly operations, the Tierra Alegre juice bar will compost garden scraps and serve the 16-ounce juices and smoothies in glasses, sans plastic and straws. There will be a supplemental charge for the juices and smoothies.

For more information, please visit www.rancholapuerta.com or call 877-440-7772.

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About Rancho La Puerta

The first true fitness resort and spa in North America, Rancho La Puerta, welcomes guests to its 3,000 private acres of gardens, mountains and meadows with an approach to wellness that strikes a true mind, body and spirit balance. Facilities, programs, and amenities include cottage-style casitas, fitness classes, spa, dining, outdoor recreation and more, all available for exclusive use by guests during three-, four- or seven-day stays. Inclusive rates cover accommodations, fitness classes, hikes and activities, gourmet vegetarian meals (seafood options included), activities and special presentations. Spa treatments, personal training sessions and cooking classes at The Ranch's La Cocina Que Canta cooking school are available à la carte throughout the course of a stay. Situated at the juncture of the Laguna and Sierra Juarez mountain ranges, Rancho La Puerta is located 3 miles from the Tecate, Baja California, and U.S.-Mexico border and within an hour and a half drive of downtown San Diego.