

The background of the image is a close-up of a wooden surface, showing horizontal wood grain and some knots. A solid black horizontal band runs across the middle of the image, serving as a backdrop for the text.

# PRESSED

OFFICIAL PRESS KIT



**PRESSED**, a new Boston brand, born in Beacon Hill, was developed to cater to those with fast paced lifestyles still seeking high quality, healthy menu choices on the go. PRESSED's Boston founders all too often would hear locals with busy lives complain 'there are too few choices for healthy food on-the-go' or that high quality ingredients or novel and creative menus rarely accompanied food on-the-go. PRESSED was developed by people living in Boston for the people of Boston, recognizing that those with busy lives also deserve to eat from a creative, healthy menu.

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#### FOR MORE INFORMATION CONTACT

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# OUR MISSION

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PRESSED's mission is to inspire you, to aid you in keeping pace with your busy lifestyle, to deliver a healthy, innovative menu that never compromises quality for speed. PRESSED aims to bring you calm after a busy day, focus when you really need it, and to fortify you with the healthiest and highest quality ingredients to ensure you are at your very best on any given day.





## COLD PRESSED JUICE

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Our cold pressed, raw juice line concentrates critical essential elements and phytochemicals into a delicious juice on-the-go, no matter what time of day.

Our juices, inspired by the abundant naturally occurring elements found within them are pressed in-house and creatively blended to be delicious, unexpected, and nutrient-rich.



# SANDWICHES

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Our sandwich line aims to make a connection with customers by challenging their thinking, as to which ingredients should classically be in a sandwich...

...from our Jackfruit Bahn Mi, to our 'eggplant bacon' ELT, PRESSED's play on the classic BLT sandwich.



## ROASTED BEETS WITH FRENCH LENTILS DU PUY



PRESSED's twist on a traditional healthy beet salad with a turmeric vinaigrette and cashew ricotta is an unexpectedly stunning grab-and-go.



## SUPERFOOD SUSHI

PRESSED's superfood sushi incorporates black rice - a high quality superfood with burdock and yacon roots combined with a savory miso-ginger dipping sauce.

## SWEET CHILLI AND MANGO BUCKWHEAT SOBA

This surprisingly complex and delicious asian salad made with a spicy coconut crunch will challenge your perception of what a grab-and-go food item should be.



# SUPERFOOD SHAKES

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Our Superfood Shakes are  
inspired by the mood  
our consumers  
are seeking.



Seeking energy?  
Try our  
Charge Superfood Shake  
or perhaps a  
Calm Superfood Shake  
is best suited after  
a long day.



# PALETAS

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Our housemade 'paletas', or popsicles, blend fun and unique flavors together like cardamom vanilla plum, avocado tangerine and raspberry hibiscus to capture the season's best produce year round.

# MOBILE DEVICE ORDERING

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**PRESSED** customers can utilize our custom mobile device app to both order online and pay, eliminating the need to ever wait in line!



# JOYA CARLTON

## CHEF

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Chef Joya Carlton is inspired by the abundance of seasonal produce and the way thoughtfully-prepared food makes people feel. Her work focuses on inventively highlighting simple ingredients with playful presentations, vibrant color combinations and most importantly, delicious taste. Joya's plant-based cuisine challenges any preconceptions about food being good for you tasting or looking less than extraordinary.

Joya is self-trained and credits her skills in the kitchen to the very generous chefs who have welcomed her into their kitchens to share their passion and dedication to their craft.

# CHRIS KOFITSAS

## ARCHITECT

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Architect and founder of New World Design Builders Chris Kofitsas has been at the forefront of the hospitality industry in the New York Metropolitan area for the past two decades.

"We wanted to create a clean space that was light and airy which incorporated hints of locally harvested, farm grown elements", says Kofitsas.

"Every inch of the space incorporates custom elements including the vintage ice-tong light fixtures, the shelves juxtaposed to the glass wall, the trueform concrete storage boxes and the hinged bar stools."

"Overall the space mixes modern and urban, vintage and industrial, black and white; a perfect blend, pressed together for Boston's newest "on-the-go" hot spot."

# OUR MENU



PRESSED

## JUICES

\$9.5

ABUNDANT LEVEL OF NATURALLY OCCURRING ELEMENT  
IN EACH JUICE

### POTASSIUM

orange, carrot, nectarine



### SELENIUM

beet, orange, fennel, strawberry,  
shiso leaves



### MANGANESE

cucumber, green apple, kale,  
green grape



### ZINC

sweet apple, green apple, cucumber,  
lime, mint, kale, wheatgrass



### MAGNESIUM

watermelon, cucumber, lime, ginger,  
pomegranate



## SUPERFOOD SHAKES

\$10

### CALM

house-made raw chai syrup, banana, coconut,  
almond milk, almond butter, dates, maca root,  
protein

### CHARGE

raw cacao, almond butter, cold brewed coffee,  
almond milk

### IMMUNITY

pineapple, cilantro, coconut, lemon, ginger

### PURIFY

blueberries, green tea powder, kale,  
coconut, chlorella

### FOCUS

mango, spinach, avocado, orange, basil

### FORTIFY

mixed berries, kale, tahini, protein,  
dates, maple

WARNING: SOME ITEMS CONTAIN NUTS, WHEAT, SOYBEANS,  
TREE NUTS. BEFORE PLACING YOUR ORDER, PLEASE INFORM  
YOUR SERVER IF A PERSON IN YOUR PARTY HAS A FOOD  
ALLERGY

## BREAKFAST

### ALMOND BUTTER AND GOJI BERRY JAM CREPE

7

house-made almond butter, goji-pomegranate jam with ripe berries on  
gluten-free crepe

### PEPITA AVOCADO SMASH

7

smashed ripe avocado, roasted pepitas, lemon, pumpkinseed oil and  
maldon salt on gluten-free crepe or 7-grain toast

### COCONUT YOGURT AND HOUSE GRANOLA

7

coconut yogurt with house-made granola with gluten-free oats,  
coconut meat, cranberries, pepitas, almonds, sunflower seeds, honey and  
maple, fresh sliced seasonal fruit

### TEN-GRAIN HOT CEREAL

7

wheat, rye, triticale, oats, oat bran, corn, barley, soybeans, brown rice,  
millet and flaxseed, chia seeds, seasonal topping

## LUNCH & DINNER

### PEPITA AVOCADO SMASH

10

smashed ripe avocado, roasted pepitas, pumpkinseed oil and maldon salt  
on 7-grain toast with greens

### SMOKED ELT

10

smoky marinated eggplant bacon, tomato, mixed greens, basil mayo on  
7-grain with greens

### PORTOBELLO, CASHEW RICOTTA, APPLE-ONION JAM

13

rosemary roasted portobello mushrooms, cashew ricotta,  
house-made apple and onion jam with balsamic vinegar and black  
pepper, arugula on onion baguette with greens

### JACKFRUIT BAHN MI

13

spicy sweet jackfruit, cucumber, pickled carrots, bean sprouts,  
mixed greens, sesame and fermented chile mayo on baguette with greens

### PESTO KALE CAESAR

12

creamy cashew and caper classic caesar salad with massaged baby kale,  
avocado, shredded carrot, garlic croutons, almond parmesan

### ROASTED BEETS WITH FRENCH LENTILS

12

beets and lentils du puy with orange zest, currants, spinach, turmeric  
mustard vinaigrette, cashew ricotta, walnuts

### CREAMY RANCH KABOCHA SQUASH

11

kabocha squash, toasted almonds, arugula, masa harina, creamy garlic  
and chive dressing, poppy seeds

### SUPERFOOD SUSHI

10

sweet potato, avocado, cucumber, burdock and yacon roots, seasonal  
pickled vegetables with black rice, miso-ginger dipping sauce

### SWEET CHILE AND MANGO BUCKWHEAT SOBA

9

buckwheat noodles with chile-mango dressing, basil, cilantro, edamame,  
red pepper, spicy coconut crunch

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SERVER IF A PERSON IN YOUR PARTY HAS A FOOD ALLERGY

ALL OF OUR INGREDIENTS ARE LOCAL AND ORGANIC WHEN POSSIBLE, MADE FRESH IN-HOUSE FOR YOU DAILY

EXECUTIVE CHEF, JOYA CARLTON



## PRESSED

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