



the Juicer: juicing reinvented

How to get the very best out of a citrus fruit? Dutch top designers and engineers from Espressions have risen to the challenge. After five years of intensive testing and selecting the best materials, they developed a new way of juicing. A powerful citrus press with a strong design, squeezing not one but two types of juice. A must have for every lover of pure juice.

With the Juicer, the Dutch kitchen appliance brand Espressions developed a new way of pressing. The secret is in the uniquely shaped press cone. The design follows the natural curves of the citrus fruit and only squeezes where the juice and taste is. Giving a more refined and softer taste. In this way you only get the very best from the fruit, without any of the bitter.

Not one, but two types of juice

Unique are the two different functions: at the touch of one button you get a full glass of clear juice with a fresh and pure taste. Touching the other button, the rotational direction of the press cone changes and the centrifuge starts spinning for a creamy juice, full of healthy fiber. The innovative combination of the press cone design, centrifuge and high speed ensures an unprecedented high juice yield and rich taste: up to 30% more juice and 70% more fiber.



Click to watch the video

Squeeze any citrus fruit. And even pomegranates.

Orange, lime, lemon, tangerines, grapefruit or pomelo. the Juicer squeezes all types of citrus fruits. In addition it also presses pomegranates into a juice full of vitamins and antioxidants. At the Juicer [website](https://www.thejuicer.eu/en) you will find more inspiration and recipes.

Built to last a lifetime

the Juicer was conceived and developed in the Netherlands to last a lifetime. Espressions even warrants the induction motor for a lifetime. The solid body, press cone and juice container are made of very strong cast aluminium, the highest grade stainless steel and food-safe Tritan®. the Juicer already won the IF Design Award 2021. The world famous design prize was awarded in the category product design.

the Juicer is available for € 399. Check for resellers at www.thejuicer.eu/en

Attachments



[1.8 MB jpg PRESS The Juicer white ORHR.jpg](#)



[1.8 MB jpg PRESS The Juicer white PG HR.jpg](#)



[4.8 MB jpg PomegranatewhiteHR .jpg](#)



[14.8 MB jpg PRESSphototheJuicer1 .jpg](#)



[7.8 MB jpg JuicerHR.jpg](#)

Ju

[254 KB jpg The Juicer logo payoff black.jpg](#)

e love of



[2.4 MB jpg if designaward2021 red l cmyk vert.jpg](#)

For more information and images:

Joris van der Linden

+31 (0)40 2901130 | marketing@thejuicer.eu

About Espressions

At Espressions we simply love beautiful kitchen appliances and strive to exceed expectations. Timeless design, simple operation, ultimate performance and durability are our core values. theJuicer is our hero. Fully developed in the Netherlands, based on more than 20 years of experience with the best kitchen appliances in the world, this special citrus press sets a new standard within its category.