

Why can the colour of fresh juices vary?

A natural sign of fresh ingredients

Fresh juices made from 100% natural fruits and vegetables can sometimes show slight colour variations. This is completely normal and a natural result of using fresh ingredients without artificial colourings or additives.



Which natural factors influence the colour of the juice?

Seasonal differences in raw ingredients

Fruits and vegetables grow under natural conditions. Weather factors such as sunlight, rainfall and temperature influence their colour and intensity. As a result, the same ingredient may look slightly different from one harvest season or period to another.

Country of origin

Fresh produce can come from different regions throughout the year. Soil composition, climate and growing conditions in each country influence the colour and characteristics of the fruits and vegetables used in the juice.

Natural availability throughout the year

To ensure fresh ingredients year-round, sourcing locations may change depending on the season. For example:

- In summer, spinach may come from the Netherlands
- In winter, spinach may come from Spain

Different climates and growing environments naturally lead to subtle colour variations.

“Natural juice means natural variation”

Because our juices are made with freshly pressed fruits and vegetables, colour differences can occur. Colour differences are a sign of natural quality and authenticity, not a defect.

