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Drink Your Veggies

EVENTS ([EVENTS](#))
June 9, 2016

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<http://www.voice-tribune.com/wp-content/uploads/2016/06/Screen-Shot-2016-06-06-at-9.21.46-AM.png>) The Weekly Juicery got its start in Kimmye Bohannon's neighborhood in fall 2011. Since making juice requires a great deal of time and effort, Bohannon and her neighbor would take turns making each other juice every week.

"When I didn't have to make it myself or put in any of the labor, I would think, 'This is so lovely, having juice delivered right to my door,'" Bohannon recalls.

This convenience inspired the pair to start a home delivery service in which they would deliver high-quality vegetable juices to their customers' homes every day Monday through Friday – hence the name The Weekly Juicery. Their original 80-person customer base has now grown to 200 weekly clients. But they didn't stop there.

They opened their first retail store in Lexington in May 2012. They now have stores in Cincinnati and here in Louisville on Bauer Avenue in St. Matthews. You can also find their juice at two different Heine Brothers' locations – one on Blankenbaker Parkway and another on Brownsboro Road. As their retail stores continue to thrive – the company recently signed a lease for a second location in Lexington – they still run the delivery service that got them started.



<http://www.voice-tribune.com/wp-content/uploads/2016/06/Kimmye-Elizabeth.jpg>

Owners Kimmye Bohannon and Elizabeth Beal.

While most juice and smoothie stores rely heavily on sugar and fruit for their products, The Weekly Juicery maintains a highly vegetable-centric menu and uses exclusively organic produce. The business is currently in the final stages of becoming certifiably organic with the U.S. Department of Agriculture, an endorsement that very few juice companies ever achieve.

If you've been curious about the green juice movement that has emerged in recent years but haven't tried it yet, The Weekly Juicery is a great place to start. They offer free samples and have knowledgeable juice guides ready to answer any questions you may have. For a beginner juicer, Bohannon suggests being both open-minded and patient.



<http://www.voice-tribune.com/wp-content/uploads/2016/06/Screen-Shot-2016-06-06-at-9.21.47-AM.png>) “I would say nine times out of 10 when someone comes in to our store and works with our juice guides, they can find something that they like,” she says. “If you don’t usually eat a lot of vegetables, you can start out with one of our juices that has a little bit of fruit and then make the transition to juice with no fruit.”

The Weekly Juicery also offers smoothies for those who may not be ready to take the plunge into drinking straight green juice. Though Bohannon advises that, for most beginners, the transition is a short one. Even people who are heavily reliant on sodas or unhealthy foods find themselves quickly acclimating and enjoying the taste of green juice.

For making juice at home, Bohannon recommends using dark leafy greens as well as lighter ingredients such as cucumbers or green apples. More than anything, she encourages people to be thoughtful about using organic produce since non-organics often have traces of chemicals and synthetic pesticides that cannot be washed away.

As for the juice cleanses that many nutritionists and celebrities swear by, The Weekly Juicery has you covered there as well. They offer three types of cleanses designed for beginners and experienced cleansers alike. The best part? This week, all of their juice cleanses are 20 percent off. Until Sunday, June 12, you can purchase their one-day cleanse, which includes four cold-pressed juices, for only \$52 (usually \$65) or their three-day cleanse – their best seller – for \$144 (usually \$180).

Why is doing a juice cleanse such a good idea, you ask?

“The power of the juice cleanse is mostly about giving our bodies an extended period of digestive rest,” Bohannon reveals. “When you drink the juice, your digestive system is getting a sort of vacation. It doesn’t have to break down all of that soluble fiber, and a healing and restoration occurs. Even a one-day cleanse is an excellent way to give your body a vacation from this digestive overload that we experience in the standard American diet.”

Bohannon’s best advice for someone who wants to lead a healthier lifestyle and begin drinking green juice is to make it a habit. She firmly believes in the cumulative effect that occurs after drinking juice over time.

“We want people to think about their well-being while they’re still well,” she says. “By drinking one juice a day or even once a week, you’ll be able to tell a difference in the way you feel.”

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The Weekly Juicery’s Louisville location is at 112 Bauer Ave., Louisville, KY 40207. For more information, call 502.785.4215 or visit theweeklyjuicery.com (<http://theweeklyjuicery.com>).

Courtesy photos

By MARIAH KLINE, Special Contributor



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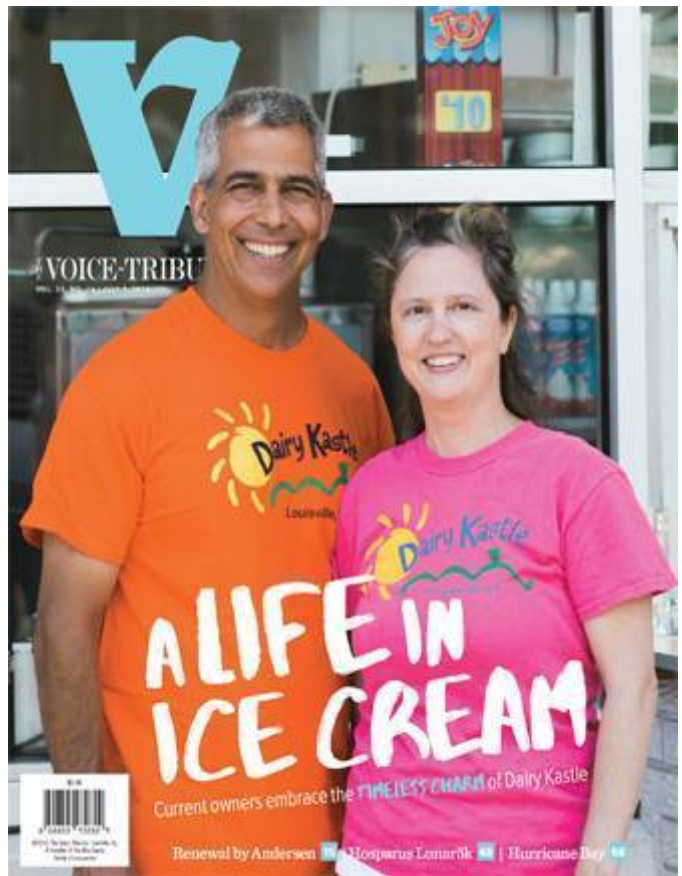
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