

Don't Eat The Bottle

By Allison Lee

Noble Juice of Winter Haven is demonstrating their “fresh thinking” by offering the first juice available in bottles made from 100% corn. Noble is known for providing premium all natural juices such as 100% Florida Tangerine Juice, Tangerine Guava Mango, Tangerine Clementine, Organic Orange Juice, and Organic Lemonades in the produce department of grocery stores such as Publix and Wal-Mart Super Centers.

“As the premium supplier to retailers for more than 70 years, Noble Juice is recognized for tantalizing the senses with our all-natural juices,” said Wade Groetsch, president of Blue Lake Citrus Products, LLC, the parent company of the Noble Juice brand. “With our new bottle made from corn we are also stimulating the mind of our consumer by making our product available in an eco-friendly bottle made 100 percent from an annually renewable natural resource.”

The new bottle will offer a meaningful alternative to oil-based plastic packaging. As a result of converting a year's supply of 32 ounce plastic bottles from petroleum-based to nature-based packaging, Noble Juice will save the fossil fuel equivalent of burning 114,000 gallons of gasoline. In addition, Noble will save greenhouse gases equivalent to driving a car more than 2.7 million miles in the U.S.

Noble's unmatched offer of 100 percent juice, in a bottle made from 100 percent corn, is providing a perfect score with consumers. “The bottle has the same look and feel of traditional packaging.” said Wade,



“The juice continues to provide the same great health benefits, including helping the body build its immune system to fight off diseases.”

Noble Juice has a strong 80 year family tradition of providing premium quality citrus & juices. The company continues the tradition by providing consumers with great tasting all natural juices & innovative natural food packaging to retailers and consumers.

William G. Roe started Noble in 1927 in Winter Haven, FL, located in the heart of citrus country. Noble earned a reputation of providing premium quality citrus to retailers. In 1996, the family opened Blue Lake Citrus Products, LLC, a juice processing facility located next door to the fresh fruit-packing house. The concept would be to juice the fruit at the perfect ripeness to provide the best flavor.

Blue Lake Citrus supplies bulk juice across the US and international and is the fastest growing Organic Processor in Florida. In 2002, Blue Lake Citrus expanded the line to include three Premium All Natural Citrus Juices, two Tropical Tangerine blends, and Organic Juice line and three Organic Lemonades.

