

# Natalie's

ORCHID ISLAND JUICE CO.



**It's Authentic. It's Clean.  
It's The Natalie's Way.**

# Where We Source

We put great thought into how we source our ingredients. From handpicking the best fruits & vegetables to making conscious efforts to support local growers, we make every effort to bring forth great juices, honestly. Our agricultural backbone drives our founders to seek out the best ingredients from local farmers & surrounding regions.



## Sourced in Florida



pure cane sugar



strawberries



oranges



tangerines



grapefruit



lemons



turmeric



## Sourced in the U.S.A.



grapefruit  
*texas, california*



carrots  
*california*



beets  
*oregon, california*



tangerines  
*california*



blood oranges  
*california*



lemons  
*california*



apples  
*washington*



kale  
*california*



celery  
*california*



spinach  
*california*



cucumbers  
*california*



jalapenos  
*california*



cilantro  
*california*



strawberries  
*california*



## Sourced Internationally



oranges



organic oranges



ginger



pineapples



mangos



lemons



limes



blood oranges



elderberry



black pepper



ashwagandha

# Certifications



\*Specific to organic orange juice only.

# Our Story

The story of Natalie's begins in an orange grove with a mother pulling her daughter in a red wagon. Marygrace Sexton's husband Bobby Sexton, a fourth-generation Florida citrus grower, dreamed of producing fresh squeezed juice but was too busy running the family's packing house to pursue it. Marygrace knew the superior qualities of Florida citrus firsthand. Though she had exclusive access to the country's best citrus, she didn't have the same access to fresh juice unless she squeezed it herself, or purchased it from a roadside stand. With the world's best fruit at her fingertips, she was determined to bring her husband's idea to fruition.

Surrounded by the bounty of her husband's groves, she made good on the idea that was first intended only to supply her own family with fresh, clean label juice, but soon blossomed into a family-operated, women-owned business that produces some of the finest juices on the market. That was over 30 years ago.

Driven by the same family values from which the company originated, Natalie's Orchid Island Juice Company (named after Marygrace Sexton's oldest daughter, Natalie), is focused on high-quality, minimally processed juice, squeezed fresh each day. With a commitment to uncompromising quality & honest transparency, Natalie's goes to great lengths for authentic freshness. Human hands select the finest fruits & vegetables. Each order is handcrafted in small batches & pasteurized at the minimum time & temperature to ensure the quality & freshness of each ingredient.

Life is complicated enough. Natalie's keeps it simple, which is why there are minimal ingredients in each juice. No preservatives. No artificial ingredients. No GMOs. Nothing to deter you from the optimal health that lives within each bottle of Natalie's juice.

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## Some Memories

01

### 1989

Marygrace Sexton started the Natalie's Orchid Island Juice Company, Thanksgiving of '89. At the time, Natalie's only squeezed orange & grapefruit juice in a facility that measured 1,000 sq. ft. The first order, to the Carnival Fruit Company in Miami, was squeezed fresh, bottled & shipped on a truck borrowed from a local meat company.



02

### 1990

The first full truck of Natalie's juice heads to the northeast. Three full pallets of juice delivered to Sid Wainer.



03

### 1996

Due to an increase in demand, Natalie's moves into a new 76,000 sq. ft. facility & increases the number of juice extractors from two to seven. The company now produces seven juices total, & logs 25,000 gallons of juice per week.

04

### 1997

Landed first national retail account.



05

### 1998

Star Markets in Puerto Rico becomes the first international customer.

06

### 2003

The company acquires the Just Pik't brand & begins its line of flash-frozen producing juices allowing the company to sell internationally in 5 countries.

07

### 2005

Natalie's produces 7 different juices & starts the process of gourmet pasteurization to comply with FDA regulations.



08

### 2008

 Names Natalie's the "#1 Best Orange Juice" in the country.

09

### 2016

Natalie's expands production capabilities with small-scale fruit & vegetable juice press, extending juice offerings to 16 with new items like Carrot Ginger & Orange Beet.

10

### 2018

Natalie's is now sold in over 32 states & 41 countries. What started as a small family-inspired dream team of four, grows into a brand with an international presence, & over 175 team members.



11

### 2019

After 30 years, the legacy set forth by Marygrace continues to flourish as the company has grown from a local operation to a global one. The untold story of our founder was featured in Forbes Magazine, "Fresh Fanatic: Private Equity Spoiled Natalie's Juice Company. Then The Founder Rebooted It Into A \$140M Success." With our focus on juicing it forward, Natalie's welcomed the next generation of juice featuring a new line of holistic juice! Mindfully crafted with functional botanicals, adaptogens, spices & superfood ingredients to promote health, wellness & nutrition. With the launch of the new juice line, Natalie's continued to execute on mindfully improving our packaging with new BPA-free, 100% recyclable, PET bottles.



# The Natalie's Way

## 01 Honestly Sourced

*As fourth-generation citrus farmers, you can say our passion for agriculture & love for Florida citrus runs deep.*

We seek only the highest-quality ingredients beginning with our closest neighbors - Florida growers. Sourcing from local & regional farmers ensures we support the livelihoods of our surrounding community first. For ingredients that we cannot find in our region, we look toward fellow American growers whenever possible.

All that to say, we put great thought into how we source our ingredients. From handpicking the best ingredients to making conscious efforts to support local growers, we make every effort to bring forth great juices, honestly.



## 02 Squeezed Fresh

*Authentic freshness is made by juicing hand-selected fruits & vegetables in small batches each week.*

At Natalie's, our juices are gourmet pasteurized at the minimum temperature, for the minimum amount of time, to ensure we deliver fresh, nutritious juice. We never shy away from the meticulous practice (& significant investment) of juicing fresh & often, which means that quality is never compromised.



## 03 Clean Label

*The purity of wholesome ingredients & their inherent health benefits drives us to create clean, authentic juices without additives, preservatives, or GMOs.*

One look at the label should tell you everything you need to know. With minimal ingredients in each bottle, we offer authentically fresh juice with ingredients you know & trust. With all that freshness, our bottles do come with an expiration date, because nature's freshness is meant for "of the moment" enjoyment. Clean practices. Clean label juice.

## 04 Environmentally Thoughtful

*Supporting a clean label operation goes beyond what's in the bottle.*

Natalie's has the smallest carbon footprint in the juice industry & works with intention to maintain its commitment to the environment. Our citrus waste heads to cattle farms where it is repurposed feed. We are also committed to supporting American jobs which is why all of our packaging is made in America & 100% recyclable.

