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Subject: Introducing Creative Juice

Date: Mon, 28 Jan 2013 23:01:12 +0000

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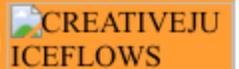


INTRODUCING CREATIVE JUICE



In a burst of inspiration, we've conceived the first chef-developed juices and cafe that blends flavor and function. These handcrafted recipes fuse delicious, carefully sourced ingredients that will fuel your zest for life.

Equinox, an expert in lifestyle and nutrition, has partnered with Danny Meyer's Union Square Hospitality Group to create a menu comprised of good and good-for-you options. Chef Michael Romano, a James Beard award-winner, has hand-selected ingredients to create fresh, seasonal and inspiring recipes. He has worked side-by-side with our own Equinox Nutrition & Health Advisory Board to ensure menu items provide a variety of health and wellness benefits.



The cafe menu will feature organic cold-pressed juices and on-the-go culinary offerings.

In preparation for the transition, we will be closing down the existing cafe starting this Thursday, January 31. In the meantime, bottles of water will be available for sale at the front desk for your workout.

So raise your glass to good taste and imagine the possibilities.

COMING TO EQUINOX 74TH ST SPRING 2013.



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