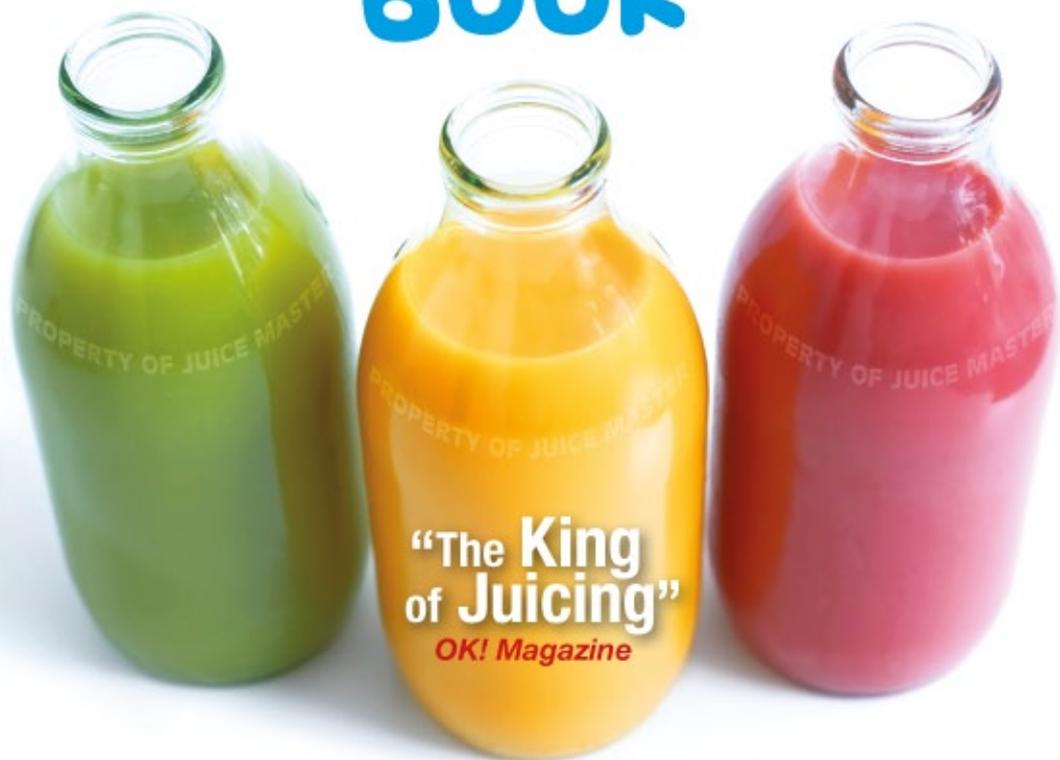




plus this one!

The funky fresh juice BOOK



Jason Vale
The Juice Master

Juice Master
PUBLICATIONS



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Dedicated to my beautiful Mother

I was the luckiest man alive
to have had you in my life.

You were my best-friend,
my teacher, my mentor, my world.

The world is a poorer place without
you in it but your legacy lives on.

I promised I would continue with the mission of
helping as many people as possible – and I will.

You always told me “Turn your lemons into lemonade,”
and I will continue to do that on every level.

I still cannot quite believe you will never read this...
I miss you every single day and I cannot thank you
enough for being my mother, I was blessed beyond
words... Rest in peace wherever you are.



If you're fishing for
compliments you should've
done something better
with your hair!



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Thank You!



Hey, **Tony Robbins**! What can I say – “You’re my ambassador of Kwan man” (or Quan, no one really knows how to spell it!). Thank you for all you do.

You changed my life many years ago and helped to lift me from where I was then to where I am today. You are without question the world’s number one.

THANK YOU for helping to change the world in so many ways. By the time you have read this we should have already done lunch in Palm Springs (thanks for the invite!)



This is **Katie**, my rock. It is impossible to convey in words my gratitude for all that you do. You have helped so much in the creation of this book and supplied some of the gorgeous recipes and

supported me every step of the way on my journey to *Juice The World*. **THANK YOU**. You complete me (now someone get the bucket! :-)) I would also like to congratulate you on taking the picture that made the inside front cover – you see Kris, these days it’s just point and shoot ;-)



This is **Lord Phil Harris of Peckham**. Thank you for the contribution to the book and congratulations on losing 3 stone (42lbs) in 3 months after reading the *7lbs in 7 days Super Juice Diet*,

as well as bringing down your cholesterol by 3 points during that time. I’m a “Peckham boy” too and on behalf of all the people you help in South-East London particularly, I’d like to say a massive **THANK YOU**.



This is the **Beverley Knight**. Thanks soul diva! Great recipe and I’ve told you a few times, but I will never forget when you got up with no music and sang at my retreat in Turkey. You blew everyone away. **THANK YOU** for helping to spread the juicy word and thank you for sharing your incredible voice with the world.



This is **Katie Price**, aka Jordan. You have done so much to help get so many juicing that I need to say a massive **THANK YOU**. Many people do not know the real Katie Price, but I personally think you are an incredible woman and more over, a truly extraordinary mother...if only people knew what really goes on hey. Thank you also for your recipe - nice!



Hey **Linda Barker**, **THANK YOU** for the recipe baby. I was surprised to see you didn’t insist on it being served in a glass covered in red velvet, but then I remembered that’s Laurence Llewelyn-Bowen’s style, not yours!



THANK YOU for the recipe **Lee McQueen**, not bad for an apprentice! But apprentice no more, you have moved on and like your recipe, you are now Sugar Free, and as I write this, your lovely wife Nicola has just given birth to your first child, little Millie... aaah!

And Thank You To Everyone Who Has Helped In Some Way

you know who you are, and sorry I ran out of space - love you all x



Without **Wanda Whitely**, my first book would never have been published. Wanda worked at Harper Collins at the time my manuscript landed on her desk. She read four chapters, called me up and said, "It's the best thing I have read on the subject of diet and health in 25 years". By the end of that week she had signed me up and the rest is history. **THANK YOU** Wanda, you will never be forgotten.



This is **John Pickering** (or JP as I like to call him). Juice Master's Ops Manager, and despite not being very good at table tennis, he's a pretty good Ops Manager. Moreover, I would like to **THANK YOU** for caring so much about what we do and for doing what it takes to help spread the juicy word to a global audience.



The Design King Of The World! The person who has put the "Funky" into this Funky Fresh Juice Book is **Alex Leith**. What can I say - you are "da man". **THANK YOU** dude and well done for hitting the deadline... time to sleep!



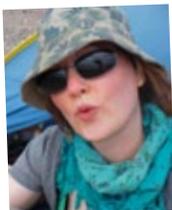
This is **Nina**, she's our retreats manager and probably the sweetest and most caring person you will ever meet. At first you may not see her, she is tiny! What she hasn't got in height (which is rich coming from little legs Vale!) she makes up for in heart. **THANK YOU** Nina, you have been with the company the longest and I'll never let you go, we all adore and love you very much :-)



This is **Kris** (with a K for some reason). He is the dude who took a great deal of the pictures... not all of them and I am sure you will agree the best picture in the book is of course Cornish Surf (p.29). However, despite not having the best picture in the book Kris, you did manage to fluke some good ones. OK that was a joke, Kris - you are a Funky Fresh Photographer and a very important part of the Juice Master team. **THANK YOU** for using your imagination to capture some incredible pictures and for being so involved with the creation of this unique book. (And Kris would like to thank **Tami** for all her fantastic help with the photography.)



This is **David** (he is French so pronounced *Da-Vid*) **Jeanson**. What can I say other than a massive THANK YOU! You were with Moulinex and saw what I had to offer and then head-hunted me when you went to Philips. You have done so much to help my mission to *Juice The World* and I will never, ever forget that. You are passionate about all you do and it was your passion for juicing which helped change juicing forever. **THANK YOU!**



This is **Charlie**, wife of the Design King Alex and now a regular part of the juicy team. **THANK YOU** for laying out the many, many, many pages and helping to get the community juicers into the book. You're a star!



This is **Hayley**. Thanks to Hayley the book has an index and has been thoroughly proof-read. So if you see any typos, it's down to Hayley! **THANK YOU** Hayley for doing this with such short notice - super star!

*My beautiful retreat, delicious juice,
spectacular location, suspect glasses!*



The Juice Revolution

There is a revolution happening and I want you to be part of it! From **Bono** to **Simon Cowell**, from **Jennifer Aniston** to **Cheryl Cole**, fresh juicing is now becoming mainstream. More and more of us are opening our minds (and, of course, our mouths) to the incredible health benefits that freshly-extracted **live** juice has to offer.

Once the fad of a few Hollywood stars back in the late 70s and early 80s, fresh juicing is now becoming an important part of people's daily lifestyles. People are finally waking up to the importance of using nutrition for the treatment and – more importantly – the prevention of disease. People are beginning to understand that nature may just know a little more than even the most eminent scientists on earth when it comes to the precise nutritional elements required for optimum health. Many of us are starting to think with our own intuition, rather than simply buying what we are being fed daily by the pharmaceutical companies and corporations who have a vested interest in keeping us in fear and popping pills. We are starting to question the so-called “scientific studies” on medical drugs; we are looking into who conducted and funded those studies and who would be the main beneficiary of a positive outcome. And more and more of us are starting to realize that one of the best kept “secrets” to optimum health, mental sharpness and life-giving energy lie in the pure natural and organic liquid that flows within every single fruit and vegetable designed for human consumption. We are also starting to realize that if we really want to take full control of our own health and that of our families, then raw live nutrition must pass our lips *every single day*.

Getting Ireland juiced at our
juice bar in Waterford...



Lef's Juice The World!

I have been writing and lecturing on the tremendous health benefits of freshly extracted juice for well over a decade. Every single day I hear of yet another story of how freshly extracted juice has totally transformed somebody's life.

When I first discovered the incredible power of this natural liquid fuel, I made it my "mission" to "Juice The World" – a goal that remains firmly at the centre of my life today. That mission has been totally cemented due to the health and life changes I have experienced myself, and seen in others, over the years.

It was my own ill health that led me on my journey of juicy discovery. I was covered from head to toe in a skin condition called psoriasis, to the point where almost every inch of my body – including my face – was affected. I was badly asthmatic, using an inhaler up to 14 times a day! I had extreme hay fever to the degree that I had to seek refuge in *any* air-conditioned building I could find. I was also overweight; a 40-to-60 a day smoker; and let's say I *liked* the drink.

When I started to pour this pure healing liquid inside my body I saw my own life and health drastically transform and I have witnessed tens of thousands of others do the same.

Nature's Liquid Pharmacy

What I refer to as "juicy communities" are popping up all over the world. People who have experienced such drastic changes to their mental and physical health that they want to tell as many people as they can to

encourage others to a juicy life. This has created a ripple effect, and more and more people are starting to understand that a juicer is not simply a piece of kitchen equipment, but a catalyst to optimum mental and physical health. It's like having your own natural juice pharmacy on tap (or spout) whenever you like – no prescription or consultation needed.

With that in mind I created a "Dr Juice" section for this book, which contains specific juices that may help 15 of the most common ailments. Whether it's hay fever, asthma, arthritis, high cholesterol, diabetes, high blood pressure or psoriasis – nature usually has something up its nutritional sleeve that can help in some way.

our Global Juicy Community

In the "Our Juicy Community" section of this book, you will also find a handful of juices and smoothies from a very small selection of our juicy "family". You will see they haven't *only* supplied their favorite recipe, they have also shared their amazing stories. You cannot read them and *not* feel totally inspired to get yourself and your family into a juicy way of life!

I have also added a "Kidz Corner" section with recipes from a few of the little ones in our juicy community. I think you may feel that a miracle has taken place when you start to see your little ones drinking vegetables like broccoli, carrot and spinach! And I have included a couple of tips at the start of that section to show how easy it is to get kids drinking vegetables – so make a point of reading it!

The Power of Juice

When you pour this perfect liquid fuel into your system daily it doesn't simply affect your general health – but every aspect of your life!

Beauty comes from within; and once you start to hydrate your body with the most carefully thought-out and “scientifically” put-together, nutritionally-perfect, organic liquid – everything shines! Your hair, your skin, your nails, your eyes, your thoughts, the whole **you**! When your body and mind start running on the fuel which was specifically designed by nature to flow through your blood – you feel fired up! This positively affects every single aspect of your life: your work, your business, your relationships, your confidence!

I cannot overstate what the right live fuel can do for you! It's like adding super-unleaded instead of diesel to an unleaded car. *Everything* you put into your body has an effect on your bio-chemistry. You know that even something simple like low blood sugar can affect your mood and energy. So imagine the effect that chucking dead rubbish into your bloodstream daily and the absence of optimum nutrition is having on your life. You will only really know just how much it affected your life when the right fuel starts to flow and your body starts running on what can only be described as “Super Fuel”.

Juicing Is The New “Black”

I like to think I have had something to do with the juice “revolution” happening in many places around the world, today. My books on the subject have now sold over

2 million copies and have been translated into a variety of languages. My now infamous, *7lbs in 7days, Super Juice Diet* (known also as *The Juice Master Diet*) alone has sold over a million copies. It was an Amazon number 1 best-seller of all books, and even knocked the Da Vinci Code from the top spot on another book chart!

The message is spreading, and I will not stop until a juicer and blender becomes as common as a kettle and toaster in every house in the modern world. I honestly feel a juicer and blender is *that* important to modern life. It is, in my opinion, the best form of health insurance you and your family will ever own. It is certainly the tastiest health insurance on earth! Whilst we were always taught that “a spoonful of sugar helps the medicine go down”, this live natural liquid “medicine” requires no “added anything” to help it go down. I understand that if you are new to fresh juicing you may feel that to get a vegetable juice down, you will indeed need some added sugar. However, I have been making vegetable based juices taste divine for over a decade; and even if you hate vegetables, you will **love** the recipes in this book!

No Added Salt

No Added Sugar

No Refined Fats

No Artificial Colours

No Artificial Flavourings

No Nasties What-so-ever!

The spectrum of vibrant colours you will see when making freshly extracted juice comes only from what nature provides. The creamy sweet delicious taste is sweetened simply by the natural sugars contained within the fruits and vegetables. The thick, rich texture and beautiful, slightly frothy head is the sign of pure “live” juice. You can be certain that when you make a fresh juice for you and your family, it will not only have no added anything, but it will also be...

100% Natural

100% Veggie

100% Raw

100% “Alive”

My aim for this book is a simple one. It’s for you, your friends, and your family to join our juicy community and be part of **the Juice Master Revolution**. If you are already part of it, I hope this book will further cement your belief in fresh juice or re-ignite your juicy fire if it’s started to fade at all.

Please make a point of reading the little “juicy facts” which accompany every juice and smoothie in this book. Some have good nutritional information and others are just quirky, random, funny facts designed simply to make you smile.

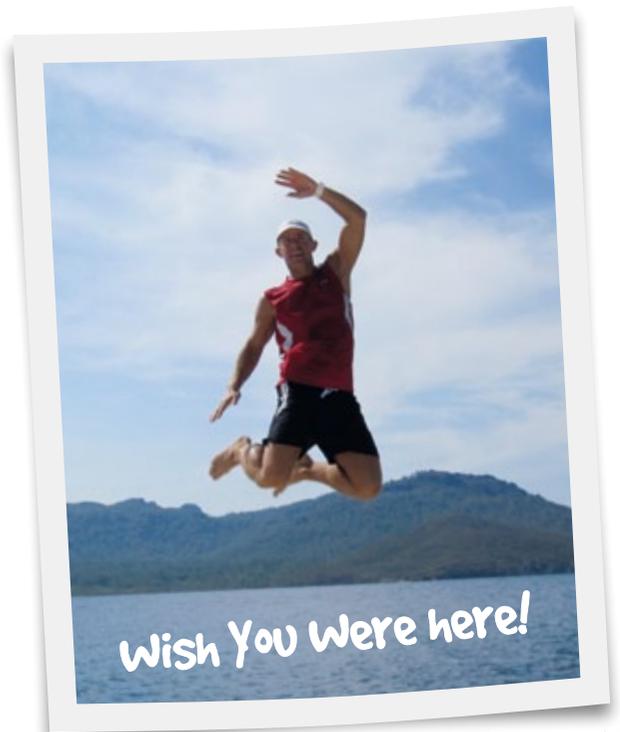
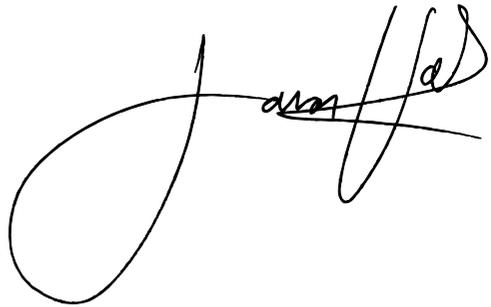
If you are brand new to juicing, make sure you read the “Funky, Fresh Juice Kitchen” (on the following pages) as you will need to know how to set up your very own juice bar at home. You will also need to know what juicer to get as there are some **very** bad ones out there, which could put you off juicing for life!

I will leave you to explore the book,

indulge in some of the finest tasting nutrition on earth, and I sincerely hope you join our juicy revolution.

Please, spread the word, pass the book on, get a copy for your friends and the people you care about. You can even join us on Facebook  (just click “Like” on the Juice Master fan page) and also follow me on  @juicemaster.

Let's Juice The World Together!



No camera tricks - just on a genuine juicy high!

Your Funky Fresh Juice Kitchen

The Juicer

The first thing any funky, fresh juice kitchen needs is a great juicer. Juicing has come a long way since the nightmare juicers of the 1970s, 80s and even 90s. Back then, in order to make a fresh juice you needed to take a week off work and have the patience of Buddha. Okay so that's a slight exaggeration, but if you had a juicer back then – or you are living with a juicer from that time now – you will know that's not too far off the mark.

Juicers back then had very small feeding tubes, meaning that you had to spend an age cutting your fruit and veg into small pieces to fit them in. Then you had the problem of under-powered motors, which meant that the machine would virtually come to a stop when you pushed any hard fruit or veg in. The capacity to collect pulp was always tiny so you could only make juice for one or two people before having to stop and clean the machine. And that brings us onto the real bugbear of old juicers – the cleaning! They were so, **so** difficult and time-consuming to clean. In fact I would say the number one thing, which puts people off juicing, is the cleaning.

21st Century "Broadband" Juicing

The good news is juicing has caught up with the 21st century and juice extractors

have gone "broadband", so to speak. The vast majority of juicers now come with a wide chute, which usually allows for 2 or 3 apples to be juiced whole – no chopping, no peeling, no hassle!

However, not all wide-funnel juicers are built the same. There are many coming in "off the shelf" from Asia, and big companies are simply adding their name to often inferior juicers. Many are very poorly made and many of them lack the ability to actually juice. Yes you can get juice from them, but often the pulp contains as much juice as the juice itself. When you buy a juice extractor you need a machine that does "exactly what it says on the tin" (so to speak), i.e. extract the juice efficiently from the fibres.

WHICH? Juicer

For years I have been recommending the **Philips Alu** juicer. *WHICH? Magazine* in the UK, at the time of writing this, have just voted this juicer BEST BUY; *The Gadget Show* also had it as their best buy; it was called "the King Of Juicers" by Gadget Girl in another magazine; the *Mirror* newspaper gave it 10/10; and *Good Housekeeping Magazine* voted it BEST BUY too... and it's the one I recommend – at the time of writing this – above all others. Plus you get a FREE copy of one of my books with it, so you can pass it on to the people you love.

As I write this, **Philips** have just bought

out a brand new juicer called “**The Avance**” and if it’s anything like their flagship model, it will be worth checking out.

I am unsure when you will be reading this or which country you are in, but always check my website www.juicemaster.com for the latest recommendations before getting your juicer. In the US, for example, the chances are the **Juice Master’s Funky Fresh Juicer** & **Smoothie-Maker** will be on sale already and it may even come out in the UK one day, so please always check the website to see what’s hot in the juicing world before you get your juicer. If you get the wrong juicer for your needs it can be an instant nail in your juicer coffin – **you have been warned!**

Masticating Juicers

If you are a juice connoisseur, you may notice that I haven’t mentioned masticating juicers. The reason is because this book is about funky, fresh, and fast juicing. It’s about getting the vast majority of people on the juicy road with no hassle. Masticating juicers are usually very expensive, hard to clean and it takes a long time to make a juice. The argument for them is that many believe they make a superior juice in terms of nutrition as the juice is extracted slowly, using less heat friction and more of the nutrition remains. And it is true when you make a juice it takes a great deal longer to separate with a masticating juicer. So if you have the time and the money, masticating may be the way to go for you.

If you are using this book with a masticating juicer, you will have to adjust the instructions accordingly as I have designed this book to be used in conjunction with a

whole-fruit juicer, like the Philips. I would say for 90% of people who need to juice, the best centrifugal on the market is the one to get and if you ever feel the need for a masticating juicer once you understand more about juicing, look into it then.

The Blender

In order to make the plethora of delicious shakes in this book, you will need an *awesome* blender. You can pay anything up to £500 for a home blender and there are some amazing ones out there. A good blender is the difference between having bits of fruit or avocado in your teeth and a smooth smoothie. They are after all called “smoothies” not “crunchies”! Check my website for my latest recommendations.

If you don’t have £300 - £500 for a blender (and let’s face it, not many people do) there are some great “standard” blenders on the market. If you end up getting the Philips Alu juicer, then simply for aesthetics you may also want the Alu blender as they look pretty good together; and the same goes for my Funky Fresh Juicer in the US.

Unlike juicers, there are *loads* of great blenders out there. You even have the option of getting a hand-blender. These are great not only for making smoothies, but also for soups and things like pesto. Again check out the website first and do a little research.

The other Funky Stuff You'll Need

There are one or two other “essentials” that you will need for your funky fresh juice kitchen... check the next page to find out!

Degradable Pulp Bags

These are life savers in terms of reducing cleaning time. You simply place them into the pulp container, lift out after juicing and throw onto the compost to degrade. You can get these little beauties from us if you like and indeed other places.

Ice Trays

You'll probably have some already, but get some more. Not only will you be using a lot of ice, with recipes like the Juice Master's World-Famous Lemon ... Aid (see p.53), you can freeze the juice into cubes and add to the next smoothie for speed.

Good Knives

Get yourself a decent fruit and veg knife and use it just for this job. A good knife is priceless at reducing the time spent making a juice.

Chopping Board

You probably have one already. I like wood, but it's your call. I also have a rather cool red one, which goes well with the fridge at Juicy HQ!

Kitchen Work Space

If you don't have room on your kitchen work-surface, as more and more appliances fight for prime space – make room! Nothing is more important than your juicer and blender, and your home juice bar should take priority over everything else, especially your microwave. Actually if you have a microwave and it's preventing you from setting up your juice station, pick it up and throw it through the window! No, but seriously... throw it at least in the bin. Also, once you have set up your juice station, never, **ever** show your juicer the cupboard... it will never see daylight again! Keep it out, primed and ready at all times.



The one and only
Philips Aju juicer!
Well obviously they
made more than
one - it's just a
figure of speech!





Juices & Smoothies

Unsure how best to describe the following selection of juices and smoothies? Here are some of the words others have used...



Purple Power

Chlorophyll
Powder

Mixed Seed
and
Berry Smoothie

Sharp
and
Zesty

Tomato Twist

"Oh so creamy"

"Nutritious and delicious"

"Mouth-watering"

"Scrummielicious"

"Beautifully indescribable..."

"Wow!"

"A pure taste explosion"

"Divine"

"Yum! Yum! Yum!"

"Sublime"

"Like droplets of heaven on your tongue"



*Don't come a-knockin' if the
passion waggon is a-rockin'*

Too sleepy for passion?

Passion fruits are somniferous and when taken before bed can aid relaxation and restful sleep. So there may not be much passion, if you have any passion . . . fruit that is.



Passion, Pineapple, Banana & a Juicy Squeeze of Lime

Delicious freshly extracted pineapple juice, blended with a creamy banana, the flesh of two gorgeous passion fruit, a squeeze of lime and all cooled with some crushed ice.

Pineapple

1 medium

Lime

½ (peeled)

Banana

1 medium (ripe & peeled)

Passion Fruit

2 medium (peeled)

Ice

1 small handful

Let's Get Passionate

Peel the lime, leaving the white pith as it's where a great deal of the nutrients are to be found.

Juice the pineapple (no need to peel if you have a good juicer) and the lime.

Cut both the passion fruit in half, and scoop the flesh and seeds into the blender. Add the peeled banana, ice and the freshly extracted juice, and blend until delicious.

Best Served... in a frosted glass after a gorgeous passionate night with your partner... also loaded with zinc, which is essential for keeping things alive in that department!

Passionate about Passion Fruit

These tasty little fruits are rich in vitamin C and a good source of vitamin A, iron, and potassium. The seeds are also an excellent source of fibre. Passion fruit contains crunchy little seeds, which are edible. To eat them, cut in half and scoop out the insides with a teaspoon. Delicious and very good for you.

Going Bananas! One of the first records of bananas dates back to Alexander the Great's conquest of India where he first discovered bananas in 327 B.C.

at Juicy HQ we wondered if "BC" stands for "Before Carrots"?





Pineapple, Banana, Cinnamon & Manuka Honey Shake

Every now and then at Juicy HQ we make certain combinations that just **send your taste buds into another galaxy** – this is one of those occasions!

Pineapple

½ medium

Banana

1 (ripe & peeled)

Manuka (Active) Honey

1 heaped teaspoon

Cinnamon

1 large pinch

Unsweetened Soya Milk

250 ml

Ice Cubes

1 small handful

A Little Glass Of Heaven

Juice the pineapple (no need to peel if you have a good juicer).

Put the peeled banana, Manuka honey, cinnamon, soya milk and ice into the blender. Add the fresh pineapple juice and blend until creamy.

Bes+ Served... sitting on a FatBoy bean bag out in the sun in a cool and funky glass – the drink in the glass, not you, clearly!

Be careful when Making This Smoothie!

In 2001, there were more than 300 banana-related accidents in Britain, mostly involving people slipping on skins! You have been warned!



Juice Master to the stars and #1 best-selling author Jason Vale has squeezed more than 101 funky 'n' fresh juice and smoothie recipes into this latest book. Warm up your juicer, dust off your blender, and brace your taste buds for the most mouth-wateringly tantalizing fruit and veggie fusions ever created!

"When the alarm goes off at 7am, I head downstairs and get out the juicer. I throw in three carrots, four florets of broccoli, some cucumber, celery, an apple and a tiny piece of ginger. After reading Jason Vale's Juice Master book a couple of years ago, I've become a complete convert."

Simon Nixon (Founder of MoneySupermarket.com)

"Jason Vale's approach is all about taking control of your health using common sense and logic. Always delivered with his unique humour and most importantly, easy to apply to your own life!"

Beverley Knight

"I love the juices and I don't feel hungry."

Katie Price (aka Jordan)

"Want an easy way to shed fat? Simply chuck some stuff in a blender, wizz them up and drink these super smoothies from Juice Master Jason Vale."

Mens Fitness Magazine



OVER 101 MOUTH-WATERING JUICES & SMOOTHIES

CELEBRITY JUICE RECIPES

DR JUICES FOR EVERY-DAY AILMENTS

GYM BUNNIES WORKOUT JUICES

KIDZ CORNER

25 TASTY RECIPES FROM OUR JUICY COMMUNITY

GET YOUR DAILY DELIVERY OF JUICY GOODNESS!

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