

# Keep Your Juice Colors Vibrant: Color-Code Your Press Bags

The first thing your customers will notice about your juice is its color. It's the main visual cue your customers will use to decide whether or not to buy your juice. This is why it's so important to keep your signature juice colors as vibrant as their ingredients.

In this article, we'll share how color coding your press bags can build a more consistent color profile for your juices so customers keep coming back for more.

## How to Color-Code Your Juicer Press Bags

Take a good look at your juice menu and narrow down the main color profile for each of your juice recipes. Then, you'll want to get one press bag for every color profile that you juice – it's that simple!

We recommend doing this because juicing different colored recipes with the same bag will often muddle the color of your juices. This happens because the color pigments of your produce stick in your press bag, and when you juice different recipes through them, the pigments mix and "stain" your juice. You'll even notice your press bags themselves become stained overtime. To avoid discoloration and keep your juice colors vibrant, you'll juice colors that are alike in a designated press bag.

## Press Bag Color-Coding: Best Practices

The colors you'll most likely want to maintain are red, orange, green, and yellow. Therefore, you'll want to have one designated press bag for juicing each of those recipes:

- Beets are probably the biggest culprit of staining your juices with a hint of red. To protect that vibrant and beautiful hue we get from its color-rich flavonoids, juice beets in their own "red" press bag. (Fun fact, beets [will even stain your teeth!](#))
- Leafy greens and other light-colored juices are the most vulnerable to color staining. Make sure to preserve your greens by using a designated "green" press bag.
- Pineapple and citrus juices usually produce delicate and light-colored juices. This

color can be easily stained and muted when in contact with dark-colored pigments. Having a designated “yellow” bag is crucial to maintain this juice color more consistent. It doesn't take much to change their color!

## Tips & Tricks for Maintaining Bright Juice Colors

- Juice your recipes moving from the lightest to the darkest recipe. This will reduce cross-contamination of colors if you're juicing multiple batches of juice in one session.
- If you make apple juice, we recommend getting a designated bag to juice them. Although the apples themselves don't have strong color pigments, apples oxidize rather quickly, which can leave a muted hue in the press bag you use.
- Still got a little dull color in your finished juice? Never fear! Adding as little as a half of a beet can liven up almost any recipe's color with minimal effect to the overall flavor. Beets to the rescue!
- If you're juicing many recipes at once and plan to reuse your bags, start with the most savory recipes. Sweetness is far more influential than savoriness, so if you've got celery/spinach and apple/kale recipes on your agenda for the day, start with the savory celery/spinach and you'll be set up for success.

## What about mixed produce recipes?

Overall, we recommend that you [juice your mixed-produce recipe all together](#) in order to achieve higher juice yields. However, we recognize that some recipes have a variety of produce in them of different colors. In this case, use a press bag that compliments the main ingredient in your juice. For instance, if your main ingredient is spinach, you'll want to use your designated “green” press bag for that mixed produce recipe.

**Happy vibrant juicing!**