



GRAND CANYON  
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# AMRITA SMOOTHIE & JUICE

Email Subject Line: Amrita Smoothie & Juice Grand Re-Opening Event! Come and see our new store and study lounge!

Hi Tirion,

(Tirion Boan, Food Editor of the Phoenix New Times)

Amrita Smoothie & Juice Store is planning a Grand Re-Opening event that will take place on November 22<sup>nd</sup> from 6:00am until 10:00pm at our renovated store and study lounge at 3300 Camelback Road, Phoenix, Arizona 85017. We are hoping to reach out to health conscious young adults, fitness enthusiasts and college students who are interested in enjoying a delicious, nutritious healthy beverage and a great place to study. Our store is strategically located near many colleges and has a redesigned, relaxing, clean, comfortable environment that can accommodate independent study areas and study areas for large study groups. Our study lounge is a great environment with free WIFI and light, inspirational music that encourages relaxation and a great place to gather and study with friends. We have a variety of organic, vegan-friendly, delicious smoothies and juices to satisfy your palate.

We are a small business in Phoenix, Arizona that is women-owned and vegan friendly. We were established in 2015, founded by two sisters, Kit and Claire Spiker. We sell sustainable sourced smoothies and juices. Our mission is to empower people to make healthier choices without sacrificing taste. Our vision is to create a more sustainable, kind and colorful world in a serene environment using fresh plants as decorations to welcome a naturally calming environment.

Please stop by and see what we are all about. Come early to take advantage of our free t-shirts and visors while supplies last. We will also have BOGO specials, free samples, punch cards, raffles, and a selfie wall to take pictures for prizes too. Come one, come all to meet Kit and Claire Spiker in person along with one of our famous influencers, Melissa Anaya @eatdrinkaz on Instagram. This is an event not to be missed!

You can call our store at (602)855-5555, visit our website at [www.amritasmoothieandjuice.com](http://www.amritasmoothieandjuice.com) for more information about this event or any questions you may have.

We look forward to seeing you there Tirion.

Best Regards,

Joseph Flores

Public Relations Representative

Amrita Smoothie & Juice

(602)855-5555



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## **Grand Re-Opening Event for Amrita Smoothie and Juice Store**

**Stop by and see our redesigned, comfortable store where you can enjoy our healthy, delicious, organic smoothies and juices and study, hang-out and catch-up with friends.**

Amrita Smoothie & Juice Store will be having a Grand Re-Opening Event. Come one, come all to 3300 Camelback Road, Phoenix, Arizona 85017. We welcome you to come in and visit our newly renovated store. We serve a large variety of delicious smoothies and juices and offer large study areas, small group areas and areas for individual people. Please join us on Wednesday, November 22, 2023 from 6:00am until 10:00pm

Original founders and owners, two sisters, Kit and Claire Spiker will be speaking about their journey of opening a small business that uses locally sourced fruits and vegetables. Kit and Claire Spiker are the original founders and owners of Amrita Smoothie and Juices. They opened their doors in 2015. “We wanted to design a store that offered vegan friendly, locally sourced, organic, delicious drinks for health conscious college students and young families to enjoy in a nice friendly environment,” says Kit Spiker. Our grand re-opening will give our customers an opportunity to enjoy some delicious, nutritious smoothie and juice specials. They can also see our new study lounge, meet our owners, employees, and enter in giveaway contests, and take selfies to post on their Instagram account for special prizes too.

Our social media influencer Melissa Anaya @eatdrinkaz on Instagram will be attending our grand re-opening event. Melissa regularly posts her favorite smoothies and juices along with our specials on her Instagram page. Natural Grocers, a local organic market where we buy some of our ingredients, will also be in attendance. Melissa says. “I love supporting small business that offer healthy drinks in a beautiful, inviting, comfortable environment where local college students and young families can enjoy catching up with eachother.”

This is an event not to be missed. Our mission is to empower people to make healthier choices without sacrificing taste. We think you will find that our new store will be just what you are looking for. Please come by and check out our new lounge. Also check out our updated website where you can see our full menu and what our weekly specials are at [www.amritasmoothie&juice.com](http://www.amritasmoothie&juice.com) You can also order ahead and we can have it ready for you. Our phone number is (602)855-5555 if you have any questions.

# Topic 6

Public Relations

Public Relations Collateral

Jade Pumphrey

11/26/2023

Group D3 - Joseph Flores

# Social Media Post Mock-up



Amritasmoothie&juice Don't be moody, grab a smoothie. Visit us November 22, 2023 for a BOGO fresh smoothie #organic #bogosmoothie

# Social Media Post Mock-up

**AMRITA  
FRESH SMOOTHIES  
& JUICES**

**STOP BY OUR STORE FOR  
A BUY ONE GET ONE FREE  
SPECIAL NOVEMBER 22,  
2023**

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&  
HEALTHY**

**DELICIOUS AND NUTRITIOUS**

**(602) 855-5555**

**BUY ONE  
GET ONE  
FREE**

Amritasmoothie&juice Save the date for our buy one get one free 11-22-2023 and get a great healthy start to your day! #bogo #cheers #healthysmoothie #giveaway