**Feel Fresh:**

We make juice from the fresh fruits that you pick up yourself from the fruit basket.

**Origin of the Concept:**

Visit any fruit vendor and ask them what they do with the left over and if you are lucky enough you may get the truth. “***They sell their leftover to the juice bar***”

When you order a glass of juice from any place you may not have any idea about the condition of the fruit before it was squeezed & served to you. Here is where we at **Fruta** wanted to bring in transparency.

**And hence Fruta:**

As a health conscious customer, one has every right to know the fruit before she/he sips the first sip of juice made out of it.

We at **Fruta** insist our clientele to pick the fresh fruits themselves from our fruit baskets so they know what they are consuming. And we can blend or squeezed those fruits for them as per their wish i.e only fruit or fruit with some add-ons. And hence we don’t sell juice by bottle size rather it is all the juice that we will get from the fruits that you pick up from our fruit basket.