

URBAN REMEDY

URBAN REMEDY EXPANDS WITH 1ST LA STOREFRONT IN VENICE BEACH AND KISS THE GROUND FARMER SCHOLARSHIP

POINT RICHMOND, CA (Feb 20, 2020) – [Urban Remedy](#), the pioneering plant-based food company offering a certified organic and ultra-fresh product roster of ready-to-eat meals, snacks, and cold pressed juices, has entered the Los Angeles market with its first brick and mortar store located in Venice. This new opening brings the full **Urban Remedy** “Food is Healing” experience to the Los Angeles market, with cold pressed juice cleanses, ultra-fresh meals and lifestyle products incorporating the ancient wisdom of traditional Chinese medicine blended with cutting edge nutrition. This follows the brand’s Los Angeles debut in 2019 in Whole Foods stores with a subset of products.

“Urban Remedy believes that Food is Healing and empowers consumers to conveniently eat ultra-fresh and clean,” said Paul Coletta, CEO, **Urban Remedy**. “The Venice community understands quality and will value the food safe zone we are creating in our stores and kiosks with the cleanest, freshest ingredients on the planet.”

To further their commitment to healing the planet, **Urban Remedy is donating Venice grand opening day proceeds to local nonprofit Kiss the Ground**. Founded in Venice California, Kiss the Ground is on a mission to heal the planet through soil regeneration.

Global soil regeneration is possible if there is a transformation in the way humans practice agriculture. **Regenerative agriculture is an approach to food and farming systems that is centered around building soil health** and defining the movement behind this transformation. Soils that are healthy produce nutritious food, restore water cycles, support biodiversity, and miraculously, can draw down carbon from the atmosphere and store it in land and plants. Restoring the health of land can restore the health and prosperity of humans while balancing the climate.

“Urban Remedy was founded on the principle of healing people and the planet, and healthy soil is the foundation of healthy food,” said founder Neka Pasquale. That’s why the company is donating funds to support the transition of farmers to regenerative agriculture. Proceeds from the grand opening will provide a transition scholarship to a California farmer through Kiss the Ground’s Farmland program.

Urban Remedy was founded in 2009 to champion the movement towards infusing healing properties into food, without sacrificing on taste or flavor. By marrying quality, organic ingredients and modern day clean eating with ancient wisdom, **Urban Remedy** has established itself as a leader in revolutionizing the food system. Founder and licensed acupuncturist Neka Pasquale continues to utilize the wisdom of Chinese

medicine and belief that “food is healing” to craft modern-day food by using quality, organic ingredients that naturally lower inflammation and nourish the body.

Urban Remedy's new location is located at 1915 Lincoln Blvd., Venice, CA 90291. **Urban Remedy's** product line is available online, along with 17 retail locations and Whole Foods distribution within Northern California, Southern California and the New York metropolitan area. For more information, please visit www.urbanremedy.com.

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About Urban Remedy

Urban Remedy crafts plant-based, organic prepared meals that embody the belief that “food is healing” and empowers consumers to conveniently eat ultra-fresh and clean. All of **Urban Remedy's** ultra-fresh and ready-to-eat meals, snacks and cold pressed juices are certified organic, certified non-GMO Project Verified, gluten free, and low glycemic. **Urban Remedy** believes that business can be a force for good, and is a certified B corporation meeting rigorous standards of environmental and social performance, accountability and transparency. **Urban Remedy** ships directly to customers nationally from its headquarters in Point Richmond, CA and operates 17 retail locations and 118 Whole Foods kiosks across California, Arizona, Nevada, New York, New Jersey and Connecticut. Learn more at www.urbanremedy.com.

To learn more about Kiss the Ground visit: kisstheground.com

To learn more about the Farmland Scholarship program
visit: kisstheground.com/farmland/