

- **SECTOR: JUICES**  
ARDEN'S GARDEN  
Atlanta, GA, USA  
[www.ardensgarden.com](http://www.ardensgarden.com)
- ASW 50 F ERGON packer



GEO LOCATION



# ARDEN'S GARDEN



# GOOD HEALTH TO ALL!



**M**an is what he eats. For this reason it is essential to eat healthy and well, because food reflects on people's emotions and happiness and because only by eating fresh, natural and genuine products you will feel better both physically and mentally. Everything that grows on a tree or comes out of the ground is vital for our body: lots

of water, few calories, lots of water-soluble vitamins, unrefined sugars and mineral salts; Fresh fruit and vegetables are a real panacea for our body, because they are filling foods, rich in fiber, vitamins and nutrients. This is what Arden Zinn always thought, a woman dedicated to the well-being of others with a very strong passion and great resourcefulness, who, starting from a simple

juicer, founded the company Arden's Garden, one of the most important companies in the United States for the production of fruit juices and extracts and lots of other healthy, genuine foods. The history of this Atlanta-based company, revolves around Arden's passion and desire to ensure everyone's good health, she loved to squeeze any type of fruit or vegetables

available in her kitchen to make healthy, genuine drinks. In addition to personal and family use, this enterprising woman from the East Coast (she was born in New York in 1937), used to share her juices with friends and acquaintances, because she believed that everyone has to have the opportunity to be healthy. From these simple but solid assumptions, a modern company was founded and grew quickly, which today produces a wide variety of juices distributed throughout the United States and which uses the latest generation packaging systems such as the ASW 50 F ERGON automatic shrink wrapper supplied by SMI, used for packaging various packs from 15.2 oz PET bottles to 2oz in film-only.

**BELOW:** VICTOR GAFFNEY, COO OF ARDEN'S GARDEN



## ARDEN'S GARDEN IN NUMBERS

**over 200:** employees

**17:** shops in Atlanta

**7:** States where the company sells its bottled juices: Georgia, Florida, Alabama, Virginia, Tennessee, North Carolina and South Carolina.

**1995:** year in which the company was founded





# FRUIT AND VEGETABLE EXTRACTS: BENEFITS AND PROPERTIES



**F**ruit and vegetables are essential for our health, they are healthy fuel for the human body, readily available and easy to digest. Each piece of fruit, is rich in vitamins and minerals and has particular beneficial and healing properties, which remain unchanged in the cold-pressed juices. Traditional fruit

juices contain sugars, preservatives and sweeteners. They are good, not natural, and full of unhealthy ingredients. On the contrary, the cold extracts of 100% natural fruit and vegetables are made only with the best "raw materials" available, without adding preservatives, water, dyes and sugars. Thanks to the presence of amino acids, mineral salts, enzymes and vitamins,

juices extracted from fruit and vegetables are essential to regenerate the human body, they are good for you from head to toe, to integrate nutrients, purify the body and strengthen our immune system. But in order to fully enjoy all these benefits, live juices must be extracted in the correct way, using extractors capable of keeping their precious properties active.

Arden's Garden produces a wide range of cold-pressed juices, a system that does not use heat, oxygen or other pasteurization methods that damage the nutrients found in fruit and vegetables. The Atlanta-based company, also produces other foods and delicacies, such as raw vegan snacks, made with nuts, rolled oats, kale, cashews, almonds, peanut butter and chocolate, suitable for providing nutrient-rich foods.



## ➤ COLD-PRESSED JUICE

There are a lot of fruit and vegetable juices available in the market. However, the extraction method used, is not always the same, and affects the overall quality of the final result. Systems that use heat, degrade the nutritional values of the fruit and vegetables, while those which add oxygen, can damage them.



The hydraulic press of the cold pressing system, ensures:

- high levels of nutrients, as being raw fruit and vegetables, there is no loss of nutrients, enzymes, minerals and vitamins
- reduced inflammation: cold-pressed products do not contain chemicals added by processing or pasteurization, thus helping to quickly reduce inflammation throughout the body
- removal of toxins and a boost to the immune system: consuming cold-pressed juices helps you to detox from diets rich in sugar and fats, and improve the function of the immune system.
- energy boost: These products contain a high level of nutrients, which provide direct access to energy helping the body to function at its best.



# ARDEN ZINN AND THE DREAM OF SHARING HEALTH AND WELL-BEING



**A**rden Zinn, born in New York in the Bronx, on September 26, 1937, as a young girl she was very bright in her studies, to the point of graduating from Hunter College at just 18.

After getting married and moving to Atlanta, starting in the early 70s, this enterprising, East Coast woman, began to distinguish herself in the world of exercise, wellness, health and nutrition.

Dubbed "Atlanta's First Lady of Fitness," Arden built her career around her great passion for teaching how to live healthier, happier lives through nutrition and fitness.

In 1971 she opened the first Arden Zinn Exercise Studio, followed by 23 more, over the next 15 years, in three states.

Her first fitness program on TV, "The New Fit Bit," aired on PBS (Public Broadcasting Service) in 1970, while ten years later CNN hired her as a consultant for fitness and healthy living initiatives.

After years of focusing on keeping people fit,

Arden Zinn began to focus on what they put into their bodies and how important that is, regardless of exercise.

What we eat affects our appearance and mood, how happy we are and how much energy we have.

From this conviction Arden began to distribute to others, the healthy drinks she prepared for herself, her family and friends and, in 1993, after buying the juicer of her dreams (a Norwalk), she intensified the production of juices so that acquaintances could also benefit from them.

Word of mouth spread rapidly, so much so, that the requests grew dramatically, to the point that, in 1995, the enterprising Bronx woman who had moved to Atlanta decided to found a special company for the production and marketing of her juices, the current Arden's Garden.

In her long and extraordinary life (Arden Zinn passed away at 83 in 2020), this joie de vivre ambassador, was also the strength coach of the Georgia Tech Yellow Jackets, Atlanta Falcons and Atlanta Hawks sports franchises.

Today, the company, which is Atlanta's largest producer of fresh juices, with two East Point processing plants, is run by her daughter Leslie, who preserves and continues her mother's legacy, making high-quality healthy products. Arden's Garden juices are available in Publix, Whole Foods, and Kroger supermarkets, coffee shops, health food stores, restaurants, spas, and even a car wash!



# OVER TO THE CUSTOMER!

- **A chat with Leslie Zinn**  
CEO of Arden's Garden and daughter of the founder



**Q: How was Arden's Garden founded?**

**A:** Arden's Garden was founded in 1995, when my mother, Arden, decided to buy an expensive cold pressed juicer, and to justify the expense, she offered to prepare free juice for all her friends. The manager, of a health food store, heard about her and asked her to prepare the juice in the back of her shop with my brother and I helping with the intense work of cold pressing and home distribution. Nine months after the start of the business, no one had been paid yet, so our mother made the decision to sell our products to hairdressers; it was the turning point that changed our entire business. Today, almost 30 years later, we produce cold-pressed juices, made-to-

order smoothies, fruit juices and a variety of plant-based snacks and salads. We have two manufacturing facilities in East Point (a suburb located southwest of Atlanta), 17 retail stores in the city and more than 1,000 partners in southeastern USA.

**Q: Was this activity always simple?**

**A:** Not always. In 2003 the sale of our products was blocked by Publix supermarkets, one of our largest, wholesale customers at the time, but, thanks to the thousands of protests raised by the Atlanta community against this chain of stores, fortunately shortly after, the marketing in Publix stores resumed and was even extended.

**Q: We are proud to be a partner of a company with such a fascinating history. To those who do not know Arden's Garden, how would you explain your particularity compared to other companies?**

**A:** We love to spread "good health for all", providing fresh and healthy products at an affordable price. We often donate and participate in food collections, partnering with local non-profit organizations. At Arden's Garden, we believe that health is the greatest wealth and we strive to provide it to everyone, through our cold-pressed juices, our salads and soups and our plant-based or vegan snacks.

# ARDEN'S GARDEN'S COMMITMENT TO SUSTAINABILITY

Arden's Garden is also attentive to the well-being of the planet, people and employees and adopts a series of activities for greater environmental sustainability, and which have a positive impact on the community in which it operates. In the manufacture of smoothies, for example, straws are not required as the containers have lids with spouts. In addition, plastic containers and bottles used by Arden's

Garden can be recycled.

The activity of this company from Atlanta, revolves around the culture of well-being and is the basis of a series of initiatives, through spreading advice, recipes, good practices, etc.

With particular regard to its employees, the company focuses on a series of healthy initiatives, providing various partnerships with fitness studios and offering discounts on products.



## ➤ UNIQUE RETAIL STORES

Arden's Garden retail stores, located in metropolitan Atlanta, are one of a kind and offer exclusive smoothies and cold-pressed juices:

1. Arden's Garden East Point: the store on Main Street houses the mural "Good Health for All" and a squeezing plant.
2. Arden's Garden Sylvan Road: is the hidden gem and the second store at East Point and is also a squeezing plant. It is known for its fruit trees lining the patio and for its cozy and comfortable atmosphere.
3. Arden's Garden Athens: is located directly across the street from the main campus of the University of Georgia.
4. Arden's Garden Little 5 Points: is the smallest shop, but it has a great personality
5. Arden's Garden Kirkwood: located on the historic street "Hosea Williams Drive", dedicated to the American civil rights activist
6. Arden's Garden Marietta St: a cultural center with a blue geometric art mural that attracts customers' attention
7. Arden's Garden Monroe Dr: is a energetic trendy shop that sits on the Atlanta Belt-line, a refreshing choice while on a walk or headed to Piedmont Park.
8. Arden's Garden Sandtown: is in a true food desert.





WHETHER IT'S COLD PRESSING LEMON JUICE WITH HONEY, GINGER ROOT AND GREEN TEA EXTRACT, OR VEGETARIAN CUCUMBER LEMONADE JUICE, OR THE NEW TASTE OF LAVENDER LEMONADE DRINK, AT ARDEN'S GARDEN YOU NEVER TIRE OF DISCOVERING NEW FLAVOURS AND COMBINATIONS OF FRUIT AND VEGETABLES TO REFRESH, DELIGHT THE PALATE OR PROVIDE ENERGY.



# SMI SOLUTIONS FOR ARDEN'S GARDEN



Arden's Garden markets a wide range of fruit juices in 15.2 oz and 2 oz PET bottles packed in film-only by an SMI shrink wrapper of the ASW 50 F ERGON range, equipped with a 90° product feeding system. In order to meet the needs of such a varied production, the company founded in 1995 by Arden Zinn, uses latest generation SMI systems, which are extremely flexible and adaptable to the requirements of a constantly evolving market, thanks to innovative technical solutions that allow simple, fast and economical format changes.





➤ **ASW 50 F ERGON SHRINK WRAPPER**

**Containers worked:** juice in 15.2 oz square PET bottles and 5x2 trays of 2 oz cylindrical PET bottles.

**Packs created:** loose 15.2 oz bottles in 3x2 film and trays 5x2 in film only.

➤ **Key benefits**

- The ASW 50 F ERGON shrink wrapper installed at the Arden's Garden plant is a compact solution that easily adapts to end-of-line logistics conditions.
- Ergonomic structure: in the infeed section, the shrink wrapper is equipped with a single lane infeed system, which facilitates the correct channeling of the bulk containers on a conveyor belt, equipped with low friction, thermoplastic chains.
- The machine has a reduced footprint, thanks to the 90° product infeed.
- Thanks to the single-lane conveyor belt, a divider is not needed for product laning, with consequent economic advantages.
- In the section where the format is formed, a group of dividing bars group the containers in a linear and continuous way; In this section a twin belt system, separates the products through an electronic cam according to the format to be processed.
- Thanks to the rotating infeed, the loose products are pushed from the single lane infeed conveyor, to the pack conveyor in a smooth and efficient way.
- Simple, fast and economical format changes: the single-lane infeed offers the advantage of being able to process different types of containers, of various sizes, without needing additional belt equipment; As a result, format changes are extremely easy and fast, as it is not necessary to adjust all the guides of the various lanes.
- Compact design, film cutting unit, equipped with "direct drive" motorisation that improves cutting precision and simplifies maintenance operations.
- The ASW ERGON series includes various models for shrink film packaging, at a maximum speed of 80 packs/minute, for a wide range of cylindrical, oval or square/rectangular based containers. The model installed at Arden's Garden plant in Atlanta meets production requirements of up to 50 packs/minute.



# ATLANTA: THE CHARM OF THE SOUTHERN METROPOLIS



Capital of the State of Georgia, famous for hosting the Olympics in 1996, the city of Atlanta is constantly expanding (today the metropolitan area has over 6 million inhabitants), due to the constant arrival of immigrants from both the north of the United States and South America.

The atmosphere is that of a welcoming, livable city, where skyscrapers and large public buildings alternate with numerous green areas.

One of the most fascinating buildings, rich in history, is the Georgia State Capitol, the seat of government for the State of Georgia, famous for its golden dome, adorned by a statue nicknamed "Miss Freedom".

In the central area, nicknamed "downtown", there is "the World Of Coca-Cola", the museum dedicated to the famous drink (the headquarters of the homonymous manufacturing company is based in Atlanta), a visit to which lets you retrace the history of this emblem of the "American way of life". The Aquarium of Georgia, the largest in the world, is easily recognizable by the shape of the building that houses it, which resembles that of a large ship; Inside you can admire hundreds of marine species from every corner of the world: from whale sharks to piranhas, from crocodiles to snakes, but also dolphins, seals, otters and numerous other specimens.

In Atlanta, you can also visit the studios of the television station CNN, to take an exclusive look at the "behind the scenes" and discover how a live broadcast is produced. Atlanta is also the birthplace of Martin Luther King Jr., a historical figure in the struggle for the defense of the civil rights of the African-American population in the 60s of the twentieth century, to whose memory the Martin Luther King Jr. National Historical Park is dedicated, an immense area of 35 acres within which you can visit the places where Dr. King was born, He lived, worked, and prayed.

#### ➤ SMI PRESENCE IN USA: SMI USA INC.

Atlanta is home to SMI USA INC., the subsidiary of the SMI Group that since 1999 has been present in the United States with the aim of responding promptly and effectively to the increasing needs of the numerous customers in North America.

Competence, professionalism and availability of the commercial and technical staff, currently composed of 22 people are the key factors behind the branch's activity.

On an area of 4000 sq / ft occupied by the commercial and technical structure and a large showroom, SMI USA manages the commercial activities, training, customer reception and after-sales service; the company has a large spare parts warehouse equipped with a wide assortment of basic necessities, to respond promptly to the needs of the many North American customers of the SMI Group.

At the beginning of 2023, a further expansion of the logistics structure of the branch is planned with the transfer to a new, larger and more modern location, which will remain within the Atlanta metropolitan area, in order to further enhance customer services and enlarge the SMI and SMIPACK machine showroom.

