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PJ's Coffee and Ochsner Eat Fit Debut New Protein Velvet Ice Jan 1, 2017

Nutrition-packed beverage promotes making healthy choices the easy choice

New Orleans, La. (December 13, 2016)— Just in time for the New Year, PJ's Coffee of New Orleans (PJ's) is excited to introduce its newest protein-packed product, ***Protein Velvet Ice***, set to debut January 1, 2017. Created in partnership with Ochsner Eat Fit and their Registered Dietitian Molly Kimball, PJ's Protein Velvet Ice will be available in two flavors, mocha and vanilla, with 21 grams of protein in a medium-sized beverage at all PJ's U.S. locations.

PJ's will also debut an Eat Fit menu, teaching customers how to order their favorite PJ's beverages with fewer calories, carbohydrates and fat grams/serving.

"We are excited to be adding yet another nutritious option to the PJ's product line," says PJ's Director of Marketing and Brand Strategy, Reid Nolte. "The Protein Velvet Ice is a fantastic, healthful complement for the movers and shakers that are our customers, and we're especially thrilled to be working with Eat Fit."

The Ochsner Eat Fit Mission is to make the healthy choice the easy choice. It is designed specifically for people who want to indulge without the guilt, meeting the community where they are and providing food and beverage options that are both nutritious and delicious.

PJ's Protein Velvet Ice uses Whey Protein, a neutral-tasting, easy-to-mix protein powder, to create the nutrient-packed beverage, adding healthy value while keeping the drink true to the Velvet Ice's original taste profile. Protein assists with boosting alertness, focus and can also assist with muscle recovery, making it an ideal addition to any pre or post-workout beverage. The combination of protein with caffeine before workouts can help enhance performance and decrease perception of pain, which makes the icy beverage perfect for athletes or those regularly visiting the gym.

"As a dietitian with Ochsner Eat Fit, I am beyond excited to partner with the PJ's team to launch a product that helps fulfil our mission," says Kimball. "In today's fast-paced society, it's difficult to find quick, nutrient-packed items on-the-go. We've created a product packed with protein for those needing a go-to beverage with substance; more protein and less sugar will increase your energy and keep you satisfied longer."

Complete nutrition information for PJ's Protein Velvet Ice is included below. Customers can purchase the beverage in a Small ($4.55, 98 milligrams caffeine, 17 grams protein), Medium ($5.30, 123 milligrams caffeine, 21 grams protein), or Large ($5.85, 147 milligrams caffeine, 25 grams protein).

PJ's Protein Velvet Ice (Size Small- 12 ounces): Per serving: 98 milligrams caffeine, 170 calories, 4.5 grams fat, 3.5 grams saturated fat (2.5 grams plant-based saturated fat), 160 mg sodium, 15 grams carbohydrate, 2 grams fiber, 6 grams sugar (2 grams added sugar), 17 grams protein.

PJ's Protein Velvet Ice (Size Medium- 16 ounces): Per serving: 123 milligrams caffeine, 230 calories, 6 grams fat, 5 grams saturated fat (3.75 grams plant-based saturated fat), 210 mg sodium, 22 grams carbohydrate, 2 grams fiber, 8 grams sugar (3 grams added sugar), 21 grams protein.

PJ's Protein Velvet Ice (Size Large- 20 ounces): Per serving: 147 milligrams caffeine, 290 calories, 8 grams fat, 6 grams saturated fat (5 grams plant-based saturated fat), 260 mg sodium, 28 grams carbohydrate, 3 grams fiber, 10 grams sugar (4 grams added sugar), 25 grams protein.

Launched in 2013, Eat Fit now has more than 80 restaurant partners in the New Orleans area, as well as other partners including the Mercedes Benz Superdome, Audubon Zoo, Whole Foods Market and Louis Armstrong International Airport.

For more information on PJ's new Protein Velvet Ice, visit www.OchsnerEat Fit.com and www.PJsCoffee.com or follow us on Facebook at www.Facebook.com/PJsCoffee.

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ABOUT US:

PJ's Coffee of New Orleans was founded in 1978 by Phyllis Jordan, a pioneer in the coffee industry that demonstrated that better beans, superior roasting techniques, and pure passion for the art of coffee-making mattered. PJ's Coffee serves a wide variety of hot, iced and frozen coffee beverages using only the top 1% of Arabica beans, as well as organic tea and fresh breakfast pastries. PJ's famous iced coffees are brewed daily using a special cold-drip process that protects the flavor and strength of the beans, while producing a coffee that is 2/3 less acidic – a process pioneered by our founder. Bags of whole bean coffee, PJ's single serve cups and more are available in-stores and online by visiting www.pjscoffee.com.

ABOUT OCHSNER HEALTH SYSTEM

Ochsner Health System is Louisiana's largest non-profit, academic, healthcare system. Driven by a mission to Serve, Heal, Lead, Educate and Innovate, coordinated clinical and hospital patient care is provided across the region by Ochsner's 30 owned, managed and affiliated hospitals and more than 60 health centers. Ochsner is the only Louisiana hospital recognized by U.S. News & World Report as a "Best Hospital" across three specialty categories caring for patients from all 50 states and more than 80 countries worldwide each year. Ochsner employs 17,000 employees and over 1,000 physicians in over 90 medical specialties and subspecialties, and conducts more than 600 clinical research studies. Ochsner Health System is proud to be a tobacco-free environment. For more information, please visit ochsner.org and follow us on Twitter and Facebook.