As a year round cyclist, I was consuming sugary and additive-packed energy products because I could find no alternative. But those products are like candy and my body wasn’t responding happily afterwards. That’s when I discovered juicing.

Among the many fruit and vegetable blends I created, I noticed beets gave me sustained energy and a clear head without the crash. So beet juice became my go-to.

About that time, tart cherries were making news for helping athletes and others support healthy muscles and joints. So I began combining the two and loved how I felt!

But making the juice wasn’t easy. Because cherries are seasonal, it’s the pits juicing them, and beets are just plain messy business.

Plus I had to keep the juice refrigerated, it was a pain to carry around, and I couldn’t take it when I travelled. That led to the idea of filtering and dehydrating the juices into a super-fine powder. Then I could just add water for instant juice.

It was a 3-year journey sourcing the right beets and cherries to get the taste, nutrient balance, and texture just right. The chef in me was picky. I’m also a vegan. The blend had to *perfect*.

When I got it just right, I wanted to share it with others. I sent samples out to people I thought would want it most. Pretty soon, professional sports teams and athletes worldwide started ordering. That’s how BeetBoost™ was created.

Thanks for being an important part of our adventure!

Healthy wishes,

Richard Perry

Founder