

Beet-ology

By Laura Kurella



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The Earth’s pantry offers us amazing nutrition that we’ve always known - throughout the centuries – is good for our body’s health. Even our ancient ancestors sat down to an infinitely simpler and more nutritious lunch, and they did so simply by using whatever ingredients nature brought their way - straight up, so-to-speak, with minimal processing, if any, and through this method discovered that certain foods contain specific nutrients that are associated with almost every aspect of wellness.

While superfoods have been around for all the ages, the demand for easy, tasty ways to embrace their powers has never been greater than it appears to be so today. In fact, the more educated we are becoming about them, the more we want to eat food as close to farm-to-table (from God’s hand) as we can. However, not everyone has time to grow and prepare a healthy diet from scratch or have access to freshly-grown produce from local farm stands, which is why I am pleased that companies are becoming more serious about bringing us more wholesome products that are readily available to the general public, such as a line of fresh and flavorful beet juices by Beetology.

Offering sweet, organic, cold-pressed juices all made from nothing but beets and a handful of other 100% natural, good-for-you ingredients like ginger, veggies, and fruit, the line of Beetology juices offer a refreshing and delicious way to drink your beets, which are bursting with essential nutrients that have been linked to improved blood pressure, energy levels, liver function, eye health, younger-looking skin, and even brain function.

Containing powerful phytonutrients that give beets their deep crimson color, research is showing that beets may also be valuable for treating certain cancers, too.

High in immune-boosting vitamin C, fiber, and essential minerals like potassium and manganese, beets are good for bones, liver, kidneys, and pancreas; and a beet’s betalin pigments, which help the body’s detoxification process, can also help purify our bodies quite nicely, too.

Considered a goldmine of health-boosting nutrients that you may not find anywhere else, the one drawback to beets for many has been its taste. However, Beetology juices are so flavorful they may just may become your new, healthy treat! Here now are some fun ways to get your “beet” on in many refreshing ways, and with or without alcohol. (For mocktails, just leave out the alcohol and add a spritz of seltzer or mix with your favorite non-alcoholic sparkling cider.)

But don’t stop there. The combination of concoctions is limited only by your imagination. It’s your party, create as you like!



Beets galore

Beetology Zinger

3 ounces Beetology Beet + Lemon + Ginger
1.5 ounces Gin
Candied ginger and lemon peel garnish
Fill a cocktail shaker with ice. Add Beetology and gin. Shake until chilled, strain and garnish with a lemon peel and candied ginger.

Bourbon Beet-It

3 ounces Beetology Beet+Cherry
1.5 ounces Bourbon
1 dash bitters
Spiced Cocktail Cherry (recipe below) or your favorite store-bought maraschino cherries
Fill a cocktail shaker with ice. Add Beetology and bourbon. Shake until chilled, strain and garnish with a cocktail cherry.

Spiced Cocktail Cherry

½ cup sugar
½ cup Beetology Beet + Cherry
1 stick cinnamon
¼ teaspoon. ground nutmeg
Pinch of salt
1 cup bourbon
1 pound stemmed and pitted cherries
In medium saucepan, combine sugar, Beetology, cinnamon, nutmeg, and salt. Bring to a low simmer, stirring until sugar is fully dissolved. Remove from heat and add bourbon, and stir to combine. Add cherries and stir until coated with syrup. Let cool to room temperature and then refrigerate before serving.

Berry-Beet-a-rita

3 ounces Beetology Beet + Berry
2 ounces Silver Tequila
½ ounce lime juice
Fill a cocktail shaker halfway with ice. Add Beetology, lime juice and tequila. Shake vigorously for about 20 seconds, and serve in a glass with or without salt.

Beety Bloody Mary

4 ounces Beetology Beet + Veggie
1/2 teaspoon grated horseradish
2 dashes Worcestershire sauce
1 dash hot sauce (more if you want it extra spicy!)
2 ounces Vodka
Celery stalks for garnish
In a tall glass, add Beetology, horseradish, Worcestershire sauce and hot sauce, stir to combine. Add ice to fill the glass, vodka and stir. Garnish with celery stalk.

Tropical Beet-a-colada

4 ounces Beetology Beet + Tropical Fruit
2 ounces coconut cream
2 ounces dark rum
2 ounces coconut rum
1½ cups ice
Pineapple slice for garnish
Put the ice, Beetology, coconut cream and rums into a blender. Blend until smooth and frosty. Pour the drink into 2 glasses and garnish with pineapple slices. Makes 2 drinks.