

# EV GRIEVE

EV GRIEVE IS AN EAST VILLAGE BLOG WHERE YOU'LL FIND LOCAL NEWS ON THE REAL ESTATE, RESTAURANTS AND RESIDENTS OF THE EAST VILLAGE NYC.

THURSDAY, MAY 14, 2015

## Juice Press on East 10th Street (the one near Avenue A) closes for good



[EVG photo from March 1]

Back in early March, the Juice Press on East 10th Street near Avenue A closed for renovations ... an employee at the Juice Press on East 10th Street near Second Avenue told us that this location would definitely be reopening in a few months.

Apparently those plans changed. An EVG reader shared this photo

NAMED ONE OF THE BEST NYC NEIGHBORHOOD BLOGS IN 2015



NAMED BEST LOCAL WEBSITE NEW YORK 2014 BY THE VILLAGE VOICE



NAMED ONE OF THE ESSENTIAL NYC NEIGHBORHOOD BLOGS 2014

from yesterday, when a store for rent sign arrived in the front window...



A recent article at well + Good noted that Juice Press "is expanding faster than your body can absorb green juice nutrients." This is the first time that we actually heard about a JP closing.

Steve Croman's 9300 Realty is the landlord.

This Juice Press location opened in June 2011.


**Previously on EV Grieve:**  
Juice Press on East 10th Street (the one near Avenue A) closes for renovations

 **SHARE**   

POSTED BY GRIEVE AT 4:30 AM 

LABELS: "CLOSED FOR RENOVATIONS", RESTAURANT CLOSINGS, THE JUICE PRESS

**8 COMMENTS:**

-  **Brian Van said...**  
"Fast expanding chain store pushed out by rent hikes in NYC"
- It could only happen here. I wonder what 9300 is holding out for? A Hermes?
- MAY 14, 2015 AT 8:49 AM

**THE MUST-READS: 22 ESSENTIAL NEW YORK NEIGHBORHOOD BLOGS**

by Virginia K. Smith | 5/27/14 - 8:59 AM



**BY THE WAY**

Here, you'll find things that you may or may not be interested in about the East Village and other parts of New York City. Appreciating what's here while it's still here. Remembering what's no longer here. Wishing some things weren't here that are here.

**WE LOVE TIPS**

Have a story idea or tip about something happening in the East Village? Or maybe a photo? Or several photos? Or video! We'd love to hear about it. Or see it. Or something. Please go here to submit a tip.

**NAMED BEST NEIGHBORHOOD BLOG IN THE FIRST ANNUAL VILLAGE VOICE WEB AWARDS**



**RECENT COMMENTS**

Goggla commented on Workers

Anonymous said...

It's **\*\*not\*\*** just the high rents; it's the lack of business. I mean, c'mon, how many juice places does one neighborhood need? Even the Basics Plus hardware/home goods store on Third Ave. has a juice bar!!!! Besides, many people cannot afford a \$10 beverage, even if it is a meal replacement. The prices are generally TOO f'ing HIGH. I can't wait for the \$8 bagels from Montreal! NOT.

MAY 14, 2015 AT 10:00 AM

Anonymous said...

We got juice coming out of our ears at this point.

MAY 14, 2015 AT 10:18 AM

Anonymous said...

The weird thing is that JP devotees considered the location that closed far better run than the one that's staying open.

MAY 14, 2015 AT 10:42 AM

Anonymous said...

Anonymous 10 AM is on point! It is not just the rent, it is the renovation of a space (even a tiny one), the equipment, the materials, the insurance, the cost of running an operation (Con Ed bill), and salaries. And Anonymous hits the point, how many of this one item specialty stores can be sustained at the prices they have to set to break even. There is a general trend now not to eat at home. I grew up at a time when you ate breakfast and made coffee at home. I find no sadness when these single item stores close; one wonders what business plan they had in mind. One doesn't hear any more of the specialty water store that opened in the EV about a year ago. With the drought in California one is beginning to see some push back against buying bottled water (save the environment from the plastic bottles please!!) that comes from municipal sources (turn on your tap?. Yes, rents are too high, but people seem to have no end of indulgences that add to personal expenses that eat away at frozen salaries.

MAY 14, 2015 AT 11:03 AM

Anonymous said...

Wonder how they never realized that their 2nd Avenue store was actually TWO blocks west ?

MAY 14, 2015 AT 2:45 PM

Removing Damaged Linden Tree:

*Ugh, heartsick...*

Anonymous commented on Bad Break For Linden Tree In Tompkins: *It definitely is also a money thing, and a practicality thing. The acclimation issue can be...*

Anonymous commented on With Space Too Expensive In East: *The last thing the "Central" Village needs is another place for drunks. It's like...*

Anonymous commented on Workers Removing Damaged Linden Tree: *If only the city acted that quickly on everything!*

Anonymous commented on Workers Removing Damaged Linden Tree: *The park has lost a lot of trees the past few years, hope they replant.*

Scott commented on With Space Too Expensive In East: *Ok, now I want a Frito pie.*  
[http://en.wikipedia.org/wiki/Frito\\_pie](http://en.wikipedia.org/wiki/Frito_pie)

EV Grieve commented on With Space Too Expensive In East: *Frieologists! Fritologists are people who enjoy Fritos. Oh, sorry — FRITOS®*

Anonymous commented on With Space Too Expensive In East: *Central Village? Where is that? Siri, GPS, HopStop, Mapquest can't seem to find it? Oh,...*

↑ Get Recent Comments Widget

1

Tweet



Anonymous said...

This space would be perfect for an Empire Biscuit 2.0.

MAY 14, 2015 AT 4:08 PM

Anonymous said...

Let's hope the Juice Press bubble is bursting. For a place the focuses on health, they are seriously lacking in any holistic awareness beyond this--of, say, the environment. With the throngs may-juices-a-day of devotees, how many plastic bottles has that one storefront effectively added to the oceanic plastic swirl? Their veil of "awareness" and "health-consciousness" over their actual, overpriced, greedy, capitalistic, cult-creating business model is just disgusting. Here's to hoping this is the first nail in the JP coffin!

MAY 14, 2015 AT 7:42 PM

NEITHER MORE NOR LESS (2006-2011)



SITES OF NOTE

Jeremiah's Vanishing New York

The Grumbler

Neither More Nor Less

Nadie Se Conoce

Flaming Pablum

The Vanishing City

Save the Lower East Side

Mosaic Man Trail

Runnin' Scared/Village Voice

EV Heave

New York Shitty

City Room

New York Observer/Real Estate

STUPEFACTION

Bowery Boogie

Jefferson Siegel

NEW YORK IN THE 1990's PHOTO ARCHIVE

John Kobeck Photography

Nonetheless (former Esquared)

The Lo-Down

GammaBlog

East Village Radio

Gog in NYC

Occupy East 4th Street

jdx

NoHo News

Steven Hirsch

Crustypunks

Off The Grid/GVSHIP

James Maher Photography

EV Transitions

NY Through the Lens

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The Space at Tompkins  
NYC the Blog  
The Bowery Boys  
Twerking Hard in the East Village  
Hotel Chelsea Blog  
Ephemeral New York  
This Ain't the Summer of Love  
The Shadow  
Curbed  
Eater  
The Real Deal  
Gothamist  
Lost City  
Forgotten New York  
Blah Blog Blah  
Greenwich Village Daily Photo  
Blog About Town  
NYC Taxi Photo  
East of Bowery  
Scouting New York  
Nathan Kensinger Photography  
Fine Blog  
Slum Goddess  
Washington Square Park  
Patell and Waterman's History of  
New York  
Daily Intel  
Grub Street  
Melanie  
Melanie 2  
Food Bank For New York City  
John Penley photo blog  
East Village Eats  
Bowery Alliance of Neighbors

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#### BLOG ARCHIVE

▼ 2015 (1038)

► June (17)

▼ May (201)

May 31

Shelter from the storm

Meanwhile, here's a photo of a  
unicorn playing an ...

Tree down on 1st Avenue

Week in Grievew

Manhattanhenge no-show

Aloha from Tompkins Square Park

20 years ago on East 13th Street

Tompkins Square Park  
basketball courts closed for ...

Why Helen Mirren loves the East Village

At the Clemente Soto Velez Open Studios 2015

Waiting for Manhattanhenge City Bike

Sees the day

[Updated] Avenue A is getting part of its sidewalk...

EV Grieve Etc.: New bowling alley for the LES; Cel...

Manhattanhenge requests the pleasure of your compa...

More about the new Café Pick Me Up-Gnocco combo on...

Reader report: Con Ed enjoys digging up East 6th S...

Going mobile on 2nd Avenue

Reminders: The Follow Me Friday Small Business Cra...

This evening in photo opps on St. Mark's Place

Thursday night twilight

Claim: Landlord of 444 E. 13th St. threatened 'to ...

Part of the Tompkins Square Lawn got seeded today

Special delivery

Reader report: Rent hike KOs Delicacy (RIP Robin...

E. 13th St. tenants filing lawsuit against landlor...

Reader report: Mono + Mono

hoping for a mid-summer...

Learn about the East River  
Resiliency Project toni...

As the sushi rolls on 1st  
Avenue

A sunset strip

Actors come out of their  
shells on East 7th Street...

In case you wanted to buy  
bitcoins from a temporar...

[Updated] Reader report: The  
city dumps Manny the ...

Café Pick Me Up closes  
Sunday night ahead of a  
mov...

Out and About in the East  
Village

East 14th Street building  
returns to the market fo...

Rumor: East Village Cheese  
Shop relocating to East...

Warning flyers posted about  
renting from Steve Cro...

Elusive night heron becoming  
less elusive

Squirrels continue to evolve  
in Tompkins Square Pa...

Reminders: CB3 fundraiser for  
2nd Avenue is tomorr...

Selling off the former Hop  
Devil Grill

2nd Avenue Spice closes on  
June 1

Icon Realty bringing Sexyflow  
to Avenue A

Fancy Juice now open on 1st  
Avenue

Spicy House is now Young  
Chow III on 3rd Avenue

Reader report: Please don't  
destroy the trees

Week in Grievew

Mobi and Albert are missing

At the Loisaída Festival

Look at the 3-week-old  
hawklets high above  
Avenue ...

Street fair! Street fair! Street  
fair!

Today in Tompkins Square  
Park

[Updated] March Against  
Monsanto ending in  
Tompkin...

If you'd like a look at the art  
show inside 190 Bo...

The Lower East Side Festival  
for the Arts continue...

You did not miss today

A place in the sun

The Loisaida Festival is this  
weekend

Mid-morning photo of a dog  
photo

Down On Avenue A, 1922

Next week: The Follow Me  
Friday Small Business Cra...

The John's of 12th Street  
documentary is now avail...

Union Square getting a bank  
branch-coffee shop com...

Immerse yourself in archival  
photos of NYC

Today in photos of an  
abandoned carousel horse  
in ...

Demolition of 118 E. 1st St.  
begins to make way fo...

How displaced residents are  
faring after the 2nd A...

Peter Brant meets the  
neighbors

'Kids' today: 20th anniversary  
T-shirt and skatebo...

You will not need to rekindle  
friendships with peo...

Out and About in the East  
Village



About the 56,610 square feet  
of new retail coming ...

Part of the former Life Cafe  
now for rent

[Updated] Pilar Jewelry  
Repair has closed on East ...

CB3 hosting fundraiser for  
2nd Avenue

Hearth debuts its sidewalk  
cafe; Black Market too

Reader mailbag: What is the  
story with these pink ...

EV Grieve Etc.: A puppet  
master reflects on his lo...

[Updated] Mikey Likes It  
turns 1 today

Life at 114 E. 1st St.: Bed bugs,  
rats and the ste...

Drilling and double plywood  
at 500 E. 14th St.

Firefighter chases down  
alleged phone thief

A new fence for the 2nd  
Avenue blast site; tribute...

A new mural on 12th and C

Kava bar coming to East 10th  
Street

Curb your enthusiasm: New  
sidewalks coming to Coop...

Peter Brant's East 6th Street  
Outreach Tour 2015 c...

DOH temporarily closes the  
Subway on 4th Avenue

Sunday afternoon

Week in Grievew

Today is Day 3 of the St.  
George Ukrainian Festiva...

[Updated] Reports of a  
shooting last night on  
Aven...

Art show turns into a  
shitshow at 190 Bowery

DanceFest 2015

Grief counseling

East Village Organic is now  
open on 1st Avenue

Reminders: The 9th annual  
Dance Parade and  
DanceFe...

Death wishes

Noted

EV Grieve Etc.: Crowdfunding  
for air quality testi...

Q-and-A with Andrew Stasiw,  
chairman of the St. Ge...

The 9th annual Dance Parade  
and DanceFest is tomor...

Ben Shaoul now has until the  
end of July to demoli...

The Black Rose is now open on  
Avenue A

Brewer-Mendez tenant  
notification bill passes  
Coun...

Juice Press on East 10th  
Street (the one near Aven...

Fat Sal's has closed on Avenue  
A; new owners to op...

Earthquake-compliant  
townhouse for sale on East  
7t...

Former St. Mark's Bookshop  
space still for rent on...

MoRUS hosting photo exhibit,  
fundraiser for Peace ...

Report: Equinox signs deal for  
Ben Shaoul's new re...

Your weekly Black Seed  
bagels post

Rocky picture show

Out and About in the East  
Village

Another setback for B&H's  
return on 2nd Avenue

Your chance to (legally) ride a  
Citi Bike for free...

Gut renovations underway at  
interesting new busine...

[Updated] A group exhibition  
at 190 Bowery opens S...

Key Food is out of flowers

[Updated] Police hunt for  
suspect in Union Square ...

Rumor: Moonstruck Diner  
opening location on  
Avenue...

1st activity at 500 E. 14th St.  
since the demoliti...

[Updated] Will proposed taxi  
stand on Avenue A bri...

Enz's Boutique returns to 2nd  
Avenue

Out with Lunasa and in with  
The Grafton on 1st Ave...

The V-Spot coming soon to St.  
Mark's Place

The St. George Ukrainian  
Festival is this weekend

Turntable Retro Bar &  
Restaurant ready to play on  
...

Avenue A wants its sidewalk  
back

There goes the Mecca of Hair

The Bar Akuda sign arrives on  
1st Avenue

Week in Grievew

Report: Retail  
announcements likely  
coming this su...

The 6th & B Garden plant and  
bake sale continues t...

The Cake Shop is celebrating  
their 10th anniversar...

Minding the 'STOP No Roof  
Access' sign

At the Tompkins Square Park  
dog run today

Ride on

Report: The Sunshine Cinema  
being shopped as a dev...

2nd Avenue Street Fair is

tomorrow

EV Grieve Etc.: Preserving  
190 Bowery; demolishing...

RIP Patrick Salt Ryan

A visit to St. Mark's Comics

Omakase-style restaurant in  
the works for former L...

Noted

About last night

A 4-building parcel on East  
6th Street has been so...

Modern American in the  
works for former Back  
Forty...

Out with the former Yaffa  
backyard dining area, in...

Ben Shaoul's East Luxe is all  
sold out

The night heron apparently  
comes out at night in T...

Reader report: Gunshots on  
Avenue D late last nigh...

Still life, with carbs

1 way to respond when  
someone parks a  
motorcycle i...

Free tomorrow night: A 30-  
year East Village photo ...

Just 5-plus months until  
Halloween

Out and About in the East  
Village

[Updated] Cafe Pick Me Up  
expected to close for go...

Christo and Dora are parents!  
(Again!)

Tonight on the LES: Punks,  
Losers, Screw-Ups & Goo...

Noted

Black Seed bagel plywood  
report

There's a new MCA in town

Rumor: Vegetarian sandwich  
shop in the works for f...

Veggie friendly Avant Garden  
in the works for form...

Sidewalk bridge arrives at 515  
E. 5th St., site of...

Virginia's is now open on East  
11th Street

'Tompkins Square Park,' now a  
breakup song by Mumf...

Support for Nepal earthquake  
victims tomorrow even...

B&H Dairy is close to  
reopening

Tiengarden closes for good  
tomorrow after 20 years...

Common Ground has closed  
[Updated] New bar reveal at  
16 1st Ave.

Fourth Street Central has  
closed

A quick look inside NatureEs,  
the new organic cafe...

Now playing at the Quad  
Cinema: Closed for  
Renovat...

Fight night

Sunday in the Park

Week in Grievew

E-Nail is back open

You have until 5 p.m. to hang  
out in a cemetery

At the NYC Cannabis Parade  
5:15 a.m.

Trees arrives for Icon Realty's  
newest roof deck

Blue plastic tarp comes alive  
on Avenue A

At the former 121 Second  
Ave.

A #SAVENYC show tonight at  
Arlene's Grocery

Get your 'Uncommon Plants'  
today on East 12th Stre...

May Day march down 2nd



Avenue

Hot hot heat

Sign's up at Mars Bar  
replacement NatureEs,  
openin...

Annual May Day rally at  
Union Square will include  
...

EV Grieve Etc.: Egg watching  
on Avenue A; Treeman ...

The Church of the Nativity is  
holding another clot...

The Stage is now  
crowdfunding to help in its  
legal...

249 E. 2nd St. is for sale, air  
rights included

Films on the Green return to  
Tompkins Square Park ...

Lower East Side History  
Month starts now

- ▶ April (212)
- ▶ March (224)
- ▶ February (176)
- ▶ January (208)

- ▶ 2014 (2636)
- ▶ 2013 (3188)
- ▶ 2012 (3345)
- ▶ 2011 (3660)
- ▶ 2010 (3045)
- ▶ 2009 (2490)
- ▶ 2008 (1381)
- ▶ 2007 (8)

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#### POPULAR POSTS



[Updated] There is a  
woman who has been  
walking around the East  
Village topless

NSFW if you keep scrolling  
In the past two weeks, multiple  
readers have sent us emails asking

if we had seen a woman walking around the ne...



[Updated] Female diner decides to go topless last night at Verso

A story from the heatwave. At Verso last night, two diners entered the Italian bistro on Avenue C and East Eighth Street ... the female ...



[Updating] Explosion on 2nd Avenue and East 7th Street

Crazy explosion on 7 and 2nd east village #fire

#explosion

pic.twitter.com/U3Z4mx3Wut — J K (@Jamie\_S\_Kennedy) March 26, 2015 Just heard...



[Updated] RIP Maggie Estep

Photo from October 2013 by Marissa Molnar via Facebook ] Word is

spreading that Maggie Estep , the writer-poet-performance artist and a...



A Google Glass Feast

Here's a story coming from Feast , the one-plus-year-old restaurant on Third Avenue near East 13th Street. Feast has enjoyed positiv...



Noted

A scene from yesterday morning over on East Sixth Street, where David Schwimmer is apparently moving into a newly created mansion ... some...



Exclusive: East Village Radio is signing off after 11 years; final day of broadcasting is May 23

mage via ] East Village Radio , the 11-year-old Internet radio station with a tiny storefront studio on First Avenue, is shutting down...



Yaffa Cafe is officially gone; back garden dismantled

EV G file photo ] Turns out Yaffa Cafe at 97 St. Mark's Place will not be reopening after all. They tweeted the news out last even...



Outrage over total demolition of historic East Sixth Street townhouse

A few weeks ago, we pointed out the ongoing demolition at 331 E. Sixth St. , described in a real-estate listing this way: "this home w...



RIP LES Jewels

Photo from 2011 by Bob Arihood ] Word is circulating in Tompkins Square Park today that LES Jewels, a familiar figure in the neighborho...

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#### EV GRIEVE ELSEWHERE

The Huffington Post Gothamist  
Gawker Grub Street Curbed Eater  
Racked *The Villager* The Real Deal  
*Columbia Spectator*

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The Long-Lost Intern of EV Grieve

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