

Her aim is to brand her blends

Organic food lover quits job to sell veggie smoothies

ASHLEY CHIA
 amchia@sph.com.sg

IT BEGAN two years ago after her father took lessons on raw foods and "green" smoothies.

Ms Adeline Tan's father bought a blender and started making organic green concoctions for the family.

He would experiment with different vegetables and fruits and even tried lady's fingers and Chinese chives.

So hooked was Ms Tan on the blends that she founded Lins Smoodees, a local enterprise that sells green smoothies.

She set up the brand less than a year ago under The Healing Concierge – a non-profit business that provides listings of natural healing therapies – which she also helms.

And Ms Tan is serious about going green.

The 30-year-old uses only local organic greens and fruits and doesn't add any sugar, preservatives, artificial additives or milk to her smoothies.

All fruits and vegetables must also be pesticide free.

She claims that drinking such blends promotes energy and stamina, improves skin tone and can even help reduce weight.

Of course, she said, this comes with regular use – once a day for at least two weeks – before any improvement can be seen.

DEVELOPING HER BRAND

The petite Ms Tan left her job as an evangelist at the Singapore Management University, Institute of Innovation & Entrepreneurship, last year to concentrate on developing her brand.

She said: "It is easy to find out what a healthy lifestyle is, but it's difficult to lead one."

"I feel that Singapore lacks healthy lifestyle services – you have nutritionists and dietitians but it's tough to follow a prescription because many lack discipline."

Ms Tan started off with an online website that did deliveries. In January, she opened an outlet at China Square Central.

Prices start at \$6.50 and the shop gets an average of 50 walk-ins a day.

She wakes up at 4am every day to prepare the drinks (she has about 50 delivery regulars) to be sure that customers get their morning veggie cuppa on time.

"I want to help fit healthy living into a busy lifestyle. If it can work for me, it can work for everyone," said Ms Tan.

Each day, customers get a different blend of greens.



■ Ms Adeline Tan got hooked on veggie smoothies after her dad made organic drinks for the family.

The list of ingredients for each day can be found on the brand's Facebook page.

Said Ms Tan: "We plan a diet for you, so that you will get the benefit of a variety of nutrients and minerals."

"It's important to rotate your greens everyday."

And like her dad, she isn't afraid to experiment.

Uncommon ingredients in the drinks include chye sim,

sweet potato leaves, sunflower sprouts and even kai lan.

Ms Tan also conducts fortnightly classes in her shop on how to make these blended drinks at home.

Said Ms Tan: "This is more than a business to me. It's a life mission to share this wealth of good health and natural nutrition with fellow Singaporeans."

In January this year, Ms Tan took things to the next level with a collaboration with Nanyang Polytechnic's (NYP) School of Chemical & Life Sciences.

The school will do shelf-life testing, bacteria testing and vitamin analysis on her products.

Students will also come up with new flavours.

Said Dr Joel Lee, 47, director of Life Sciences at NYP: "NYP works closely with the industry on projects, so as to provide real-world training for our students."

"When this project came along, we were happy to take up this challenge of creating smoothies of varying tastes, colours and textures especially when using nutritious and healthy greens and fruits."

He added: "It is an excellent platform for our staff and students to contribute to the development of innovative smoothies for the industry."

"At the same time, it also provides our students valuable industry exposure."