

LIVING

Juice Crawls are the death knell of New York nightlife

By [Johnny Oleksinski](#)

September 30, 2015 | 6:00am



Tom Holowka chugs juice on a Juice Crawl in Soho.

Photo: Stefano Giovannini

On a recent Thursday night, 50 frisky people did the chicken dance and then the conga along Mulberry Street, wearing light-up, neon-colored headphones blasting Gloria Estefan & Miami Sound Machine’s “Conga” in their ears.

Bystanders looked on, confused. A restaurant owner ran out of his establishment and screamed, “What the f–k is this?!” at the revelers.

But the dozens of street dancers weren’t drunk and disorderly; they were high on nothing more than life — and cold-pressed kale and cucumbers. They were on a juice crawl.



Anna Garcia started the Juice Crawls in October 2014.

Photo: Stefano Giovannini

Last October, Anna Garcia, a 28-year-old East Village resident, held the first official [Juice Crawl](#). It sold out, and Garcia, a freelance trumpet player, has since held eight other crawls, with two more to come in October. “People loved it, and I decided to see how far I can take this,” she says. “I’m working to make Juice Crawl huge.”

In an era where sexy singles head to SoulCycle — not the Limelight — for throbbing beats and endorphins, it seems only natural that it's come to this.

Tickets for each event range from \$15 to \$50 and include tastings of as many as 25 juices from three to five different shops. A recent sold-out crawl through Soho and the East Village was also a “quiet clubbing” party, with participants wearing headphones blaring all the same songs, allowing them to dance together without inflicting cheesy pop tunes on innocent pedestrians.

Melissa Guttman, 32, an accountant who lives in the East Village and says she's typically a “cynical” city gal, got quite a juice high from the event.

“I've been here for 10 years,” she says. “It's rare when I have experiences that are like, ‘Wow! New York is so magical! I can't believe I didn't know about this cool thing I could do!’”



The crowd dances during the Juice Crawl in the East Village.

Photo: Stefano Giovannini

The night began at the sportswear shop Athleta, where the participants — a mix of hipsters, NYU kids, a few hard-core veggie lovers and precocious underage thrill-seekers — enjoyed a “pregame” “Kaleifornia” juice (kale, banana, kiwi, dates, blueberries and coconut water) from [Rawpothecary](#).

There were three more bar stops throughout the night offering small cups of juice like LuliTonix's “Fresh!” (avocado, basil, spinach, mint, lemon, ginger, fig, lettuce).

But it wasn't all about the liquefied produce. The crawl's official leader, Will Petz, 36, had the group storm a Samsung store and dance around a security guard, who clearly wasn't having any of it. The hijinks continued at an art gallery, where the proud extroverts sang along full-voice to the Backstreet Boys' “I Want It That Way.”

Many were keen on being able to let loose on nothing more than juice.



Photo: Stefano Giovannini

“It’s better without booze because you’re using your natural life-force energy, and I think that’s so important,” says Leora Edut, 37, founder of the Goddess on the Go women’s group and a resident of Long Island City, Queens. “Your inner 5-year-old gets to come out and have a mother-freakin’ blast!”

But for some, the sober fun wasn’t enough. While the group was enjoying ginger-carrot juice at [Agavi](#) on East Seventh Street, one crawler wearing a “Vegan” T-shirt and Vibram “FiveFingers” shoes discreetly ducked into Blue & Gold Tavern across the street. He emerged a few minutes later looking mighty pleased with himself.

“Did you do a shot?” asked Petz to no response. “Two shots?” asked the guide.

The buzzed vegan gave a big thumbs up.

But Guttman and her friends stayed sober until 9 p.m. and still felt a jolt.

“We forget that we can be happy and fun, and get high just off our natural love of life,” she says.

FILED UNDER [JUICE BARS](#), [NIGHTLIFE](#)



READ NEXT [This curvy yogi is the ...](#)

PROMOTED STORIES



15 Dog Breeds Every Man Wants

RantLifestyle



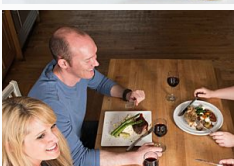
This Company Will Send You a Box of Authentic Foods...

The Huffington Post



10 Best Hidden Fast Food Items

Social Hints



Why You Will Never Order Take Out Again

Chicago Tribune



10 Ways to Appease a Picky Eater

Parenting



14 Most Intelligent Dog Breeds...#6 Is Amazingly Cute!

Puppy Lover News

Promoted Content by Outbrain

DOES GOING OUT REQUIRE BOOZE?

@ + Follow Share POST COMMENT AS...

Frank Franken 1 hour ago
And when the juice hits and the panic sets in that you really can't wait.....where do you go?
[Flag](#) [Share](#) Like Reply

Steve Weinstein 3 hours ago
It was only 50 people & the comments make it look like the apocalypse, as does this article. Get a grip.
[Flag](#) [Share](#) Like Reply

Declan Davies 3 hours ago
And by the way. You don't absolutely need alcohol to have a good time. But why risk it?
[Flag](#) [Share](#) Like Reply

PE TE 4 hours ago
Juice crawl? ughh the once proud Gotham has turned into a G rated nightmare. Club kids without the clubs or the costumes or the drugs?
[Flag](#) [Share](#) Like Reply

V.C. Privitera 4 hours ago
And this is why New York has declined in the last decade: Mulberry used to be a great Italian American Neighborhood, now it's just a couple blocks of Yuppie-ville....gotta thank the city for completely destroying what used to be great about New York: The Neighborhoods!!!!
Don't even get me started with what's going on in Brooklyn, how the hell did that borough become a hipster tourist attraction is beyond me and now I avoid it like the plague.....pretty sad that the Bronx, Queens and even Staten Island is all that's left of the remnants of what, where, and who Real New Yorkers are about.
The Restaurant Owner gets a Sicilian nod from me for yelling at these hipster Village-Idiots.
Seriously, drinking Kale and dancing in the street, on MULBERRY!!!!!!!!?????
In the 90s they would've never been heard from again.....you wonder why New Yorkers are fleeing the city, this is just an inkling of why.
[Flag](#) [Share](#) 2 Like Reply

rob pinta 4 hours ago
the most pretentious,attention-starved city on the planet and a s**thole to boot.It will only get exponentially worse under DeBlasio.
sell,sell,sell

Flag Share

Like Reply

Blue Surf

4 hours ago

Losers and they don't even know it yet!
Mankind is going to destroy itself so fast on so many fronts.
This is the Obama World.
Everything is closing in like the Big Bang!
Few shout the sky is falling, no one listens.
Lights out.

Flag Share

Like Reply

Shelley

4 hours ago

New York is so magical. /eyeroll to the middle aged accountant

Flag Share

Like Reply

egidio de simone

4 hours ago

MORONS!!

Flag Share

Like Reply

John Trapp

5 hours ago

New York City is gone, it doesn't exist anymore. It's now Glendale California.

Flag Share

Like Reply

Naro narosky

6 hours ago

nerds


Flag Share

Like Reply

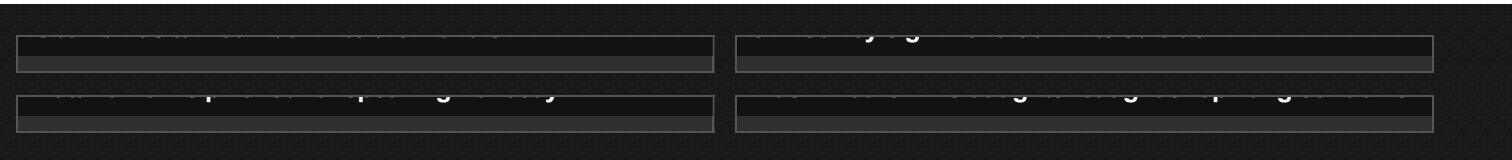
ObamaCare's latest victims: 100,000 New Yorkers and NOW ON Facebook everywhere
This teen chef is proof kids should stay out of the kitchen
The late-night wars are over

32438
31127
23315

Get super-fast Internet and content you love with Fios



Sponsored by Verizon FIOS





[IPHONE APP](#)

[ANDROID APP](#)

[EMAIL NEWSLETTERS](#)

[ADVERTISING INFO](#)

[CONTACT US](#)

[CAREERS/JOBS](#)

© Copyright 2015 NYP Holdings, Inc. All rights reserved

[TERMS OF USE](#) | [PRIVACY](#)