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Juice on the rocks, please. MIKE COPPOLA/GETTY IMAGES

## My best advice: Juice Press' Marcus Antebi and Michael Karsch

How do you build a lifestyle brand when the feedback loop is unlimited?



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In 2010, former competitive Thai boxer Marcus Antebi found himself fed up with the lack of nonprocessed, cold-pressed juice options on store shelves and decided to open a tiny Manhattan retail space of his own, naming it Juice Press. With chairman and lead investor Michael Karsch, Antebi has since expanded the brand to 26 store locations and counting (a total of 29 are planned by the end of 2015).

Karsch, a Harvard Business School alumnus, and Antebi offer their best advice for the next generation of entrepreneurs — including how to deal with consumers who can be as opinionated and vocal

as they are loyal.

**If you're going to build a "lifestyle brand," make sure it fits your own lifestyle**

Antebi recalls another juice shop owner he met when starting out: "The first thing he advised me was to build your categories and menu to fit your lifestyle. Don't chase after everyone else's lifestyle. You're your best consumer. That's what makes it authentic. And if you believe in it, spend every dollar in the world to make it work. Follow what fits into my own lifestyle, what I'm passionate about and what I wake up every day thinking about. It's not just money for the sake of money."

**Embrace the growing pains — everyone's got them**

"Professional growth is always inherently embar-

assing," said Karsch. "If you want to progress in your career, you need to recognize that you need to expose yourself to failure and embarrassment, and if you don't do that you'll never move forward. I constantly try to believe I can get better and constantly try to listen to other people's perspectives."

**Communicate with your outspoken local community, even if it costs you**

"People feel like they have this relationship with us, and they feel entitled but in a good way," said Karsch. "Like, 'Hey I went to your store 300 times last year, I feel like I should be able to tell you what bothers me.' And that's very fair. But we try to be a big part of the community, too. Like in Boston, we'll say if you run [from 9 a.m.-12 p.m.] on Saturdays and post a picture on Instagram

[30 minutes in advance, with hashtags #willrunforjuice, #jprunclub and #juicepress], we'll give you a free juice ... even if it costs us money."

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