
THE STORY



ON TRAIL TO LAKE KATHERINE, NM 2021

Growing up amid traumatic experiences in a world filled with fake foods and chemical-laden products, I discovered a path of healing from the **ROOT**. Throughout this journey, I realized the importance of staying grounded and confronting my **RAW** emotions by being mindful of what I choose to put into my body.

Food serves as the foundation of our mental and physical health; nurturing our bodies is a way of caring for our eternal soul. Fresh and organic products are essential for achieving **BALANCE** and maintaining a **HEALTHY** body. I have experienced this transformation firsthand by embracing it as my **LIFESTYLE**.

In today's society, we are inundated with messages from large industries that prioritize artificial colors, processed sugars, and chemical additives over organic, wholesome, fresh foods.

This is where **RAWROOT** comes in, aiming to show that being whole, natural, organic, fresh, and simple doesn't equate to boring and bland. On the contrary, it embodies health, flavor, and freshness derived from **real fruits & vegetables**, which truly nourish us. Smoothies, açai bowls, flavorful salads, and raw juices, are a small but perfect examples of how delicious and vibrant a healthy lifestyle can be.

-Gerardo Chavez (owner)

