

Hurom E50ST

Hurom E50ST Cold Press Juicer Instruction Manual

Model: **E50ST** | Brand: **Hurom**

1. INTRODUCTION

Thank you for choosing the Hurom E50ST Cold Press Juicer. This appliance is designed to extract juice from fruits, vegetables, and nuts using advanced slow-squeeze technology, preserving natural nutrients and flavor. Please read this manual thoroughly before operating the juicer to ensure safe and efficient use.

The Hurom E50ST features a patented vertical cold press system, a smart hopper for convenient loading, and a compact design suitable for modern kitchens. It is built with high-quality, BPA-free materials for durability and health.

2. SAFETY INFORMATION

To prevent injury or damage, always follow these basic safety precautions:

- Read all instructions before use.
- Do not immerse the motor base in water or other liquids.
- Ensure the juicer is properly assembled before plugging it in or operating.
- Keep hands and utensils away from moving parts during operation to prevent injury. Use the provided fruit pusher.
- Unplug the juicer from the outlet when not in use, before assembling or disassembling parts, and before cleaning.
- Do not operate the juicer if the cord or plug is damaged, or if the appliance malfunctions or has been dropped or damaged in any manner.
- The juicer is equipped with a bottom heat ventilation system to expel internal heat and minimize the risk of overheating. Ensure these vents are not blocked during operation.
- This appliance is for household use only. Do not use outdoors.
- All materials are BPA-free and food-grade.

HUROM

E50-ST

SCULPING A HEALTHY LIFESTYLE

Featuring HUROM's first commercially developed "Mega Hopper" technology that allows you to add whole vegetables and fruits without cutting them, One-touch buttons for easy operation, making it easier and more convenient for anyone to incorporate vegetables and fruits into their daily routine.



Mega Hopper,
which allows you to
put vegetables and fruits in whole
without cutting them.



A one-touch button
that anyone can operate
easily and conveniently.



Detachable cord structure
for easier storage and
portability.

*Whole Goodness,
Made Easy*

MEGA
HOPPER

Add whole
produce without
cutting!



Image: The Hurom E50ST features a bottom heat ventilation system to prevent overheating and ensure safe operation.

3. INCLUDED COMPONENTS

The Hurom E50ST Cold Press Juicer package includes the following items:

- Motor Base
- Hopper Assembly (Smart Hopper, Lid)
- Auger (Ultem material)
- Fine Strainer (for clear juice)
- Coarse Strainer (for fiber-rich juice/smoothies)
- Spinning Brush
- Juice Cup
- Pulp Cup
- Cleaning Brush
- Fruit Pusher
- Power Cord (detachable)

HUROM INDIA OFFICES

Support within 24 hours across India
Just call 1800 203 3450



Get product knowledge



Request demonstration
before purchase



Ask post purchase
installation at your home



Need home service

JUST CALL ON TOLL FREE LINE 1800 203 3450



Image: All included components of the Hurom E50ST juicer, including the motor base, hopper, auger, strainers, and accessories.

4. SETUP AND ASSEMBLY

Follow these steps to assemble your Hurom E50ST Cold Press Juicer:

1. Place the motor base on a stable, flat surface.
2. Insert the spinning brush into the juicing chamber.
3. Place either the fine or coarse strainer inside the spinning brush, aligning it correctly.
4. Insert the Ultem auger into the center of the strainer.
5. Attach the hopper assembly (with the smart hopper and lid) onto the juicing chamber, ensuring it locks securely into place. You should hear a click.
6. Place the juice cup under the juice outlet and the pulp cup under the pulp outlet.
7. Connect the detachable power cord to the juicer and then plug it into a power outlet.

HUROM COLD PRESS JUICER

THE ORIGINAL. THE BEST. THE DIFFERENCE YOU CAN TASTE.

HUROM

Cold Press Juicer



THE INVENTOR OF SLOW JUICERS

Hurom pioneered slow juicing technology for better health and better living.



40 RPM SLOW & STEADY

Our optimal low speed of 40RPM preserves nutrients, enzymes and natural flavor.



BUILT DIFFERENT. MADE BETTER.

Engineered with precision and premium materials for long-lasting performance.



VS



OTHER BRANDS

Cold Press Juicer



NOT THE ORIGINAL

Most juicers today are copies, not the pioneers of slow juicing.



HIGHER SPEEDS, MORE HEAT

Faster RPM generates more heat, more oxidation and less nutrition.



COMPROMISED QUALITY

Mass-produced with lower quality materials and less durability.



40 RPM SLOW JUICING

Optimal low speed to minimize heat, oxidation and nutrient loss.



SPEED



HIGHER RPM

Higher speed generates more heat and reduces juice quality.



MAXIMUM NUTRITION

Preserves vitamins, enzymes and natural goodness.



NUTRITION RETENTION



LESS NUTRITION

More oxidation breaks down nutrients and enzymes.



MORE JUICE, LESS WASTE

Slow press technology extracts more juice with dry pulp.



JUICE YIELD



LESS JUICE, MORE WASTE

Less efficient extraction leaves more juice in the pulp.



WHISPER-QUIET OPERATION

Powerful yet quiet motor for a peaceful juicing experience.



NOISE LEVEL



LOUD & DISTURBING

Noisy operation can be distracting and unpleasant.



EASY TO CLEAN

Simple design with fewer parts for quick and easy cleaning.



EASE OF CLEANING



COMPLICATED TO CLEAN

More parts, more hassle, more time.



BUILT TO LAST

Durable materials and precise engineering for long-term use.



DURABILITY



LESS DURABLE

Lower quality materials may wear out quickly.



SLEEK & MODERN DESIGN

Elegant, compact and timeless design for any kitchen.



DESIGN



BULKY & OUTDATED DESIGN

Large footprint with less appealing aesthetics.



CHOOSE THE ORIGINAL.
CHOOSE HUROM.



HUROM INVENTED SLOW JUICING.
OTHERS COPIED IT.

EXPERIENCE THE HUROM DIFFERENCE IN EVERY DROP.

Image: Disassembled view of the Hurom E50ST, illustrating the main components for assembly.

The World's First "Vertical Cold Press Juicer" developed! "Slow Squeeze Technology (SST)" patented!

HUROM was the first-ever in the world to develop a vertical cold press juicer that slowly presses fruits and vegetables. And, in 1993, became the first to patent the "green juice extractor".



HUROM

Image: The detachable power cord being connected to the Hurom E50ST juicer for easy storage and portability.

5. OPERATING INSTRUCTIONS

The Hurom E50ST is designed for efficient and versatile juicing. Prepare your ingredients and follow these steps:

5.1 Ingredient Preparation

- Wash all fruits and vegetables thoroughly.
- The Smart Hopper allows you to load whole fruits and vegetables with seeds and peels. For very large items, a rough chop may be beneficial.
- Remove hard pits from fruits like peaches or plums.
- For leafy greens, roll them into a ball before inserting.

5.2 Juicing Process

1. Ensure the juicer is assembled correctly and plugged in.
2. Turn on the juicer using the power button.
3. Open the Smart Hopper lid and gradually feed ingredients into the hopper. The juicer will automatically process them.
4. Use the fruit pusher only if necessary to guide ingredients. Avoid forcing ingredients.
5. The juice will flow into the juice cup, and the pulp will be expelled into the pulp cup.
6. When finished, turn off the juicer and unplug it.

5.3 Dual Sieve Options

Your E50ST comes with two strainers:

- **Fine Strainer:** For clear, pulp-free juice. Ideal for most fruits and vegetables.
- **Coarse Strainer:** For richer, fiber-rich drinks, smoothies, or light fruit creations. This allows more pulp into your juice.



Image: The wide hopper of the Hurom E50ST allows for loading whole ingredients, reducing prep time.



Image: The Hurom E50ST can produce juice, nut milk, and smoothies, offering versatile options.

6. MAINTENANCE AND CLEANING

Regular cleaning ensures optimal performance and longevity of your Hurom E50ST Juicer. This appliance is **not dishwasher safe**. All parts should be hand washed.

1. Unplug the juicer from the power outlet.
2. Disassemble the juicer by removing the hopper assembly, auger, strainer, and spinning brush.
3. Rinse all removable parts under running water immediately after use to prevent pulp from drying and sticking.
4. Use the provided cleaning brush to remove any stubborn pulp from the strainer mesh and other components.
5. Wash all parts with warm, soapy water.
6. Rinse thoroughly and allow all parts to air dry completely before reassembling or storing.
7. Wipe the motor base with a damp cloth. Never immerse the motor base in water.



Image: Demonstrating the easy cleaning process for the Hurom E50ST juicer's removable parts.

7. TROUBLESHOOTING

If you encounter any issues with your Hurom E50ST Juicer, refer to the following common problems and solutions:

Problem	Possible Cause	Solution
Juicer does not turn on.	Not plugged in; improper assembly; power outage.	Ensure power cord is securely plugged in. Check if all parts are correctly assembled and locked. Verify power supply.
Low juice yield or wet pulp.	Ingredients too soft/overripe; feeding too quickly; strainer clogged.	Alternate soft and hard ingredients. Feed ingredients slowly. Clean the strainer thoroughly.
Motor stops during operation.	Overloading; hard ingredients causing blockage; overheating protection activated.	Turn off and unplug. Remove ingredients and clear any blockages. Allow motor to cool down for 30 minutes before restarting. Cut hard ingredients into smaller pieces.
Loud noise or vibration.	Improper assembly; foreign object.	Disassemble and reassemble all parts, ensuring they are correctly aligned and locked. Check for any foreign objects.

8. SPECIFICATIONS

Feature	Detail
Brand	Hurom
Model Name	Hurom E50ST
Model Number	E50ST-BEM01MM
Colour	Mushroom White
Product Dimensions (D x W x H)	17.9D x 20.7W x 43.6H Centimeters
Item Weight	5.5 Kilograms
Capacity	1.6 litres
Material	BPA-Free Food Grade Tritan Plastic, Stainless Steel Strainer, Ultem Auger, Copper Wound AC Motor
Blade Material	Acrylonitrile Butadiene Styrene
Wattage	240 Watts
Voltage	240 Volts
Power Source Type	Corded Electric
Special Features	Overheat Protection, Powerful Motor, Safety Lock, Ultem Auger with Advanced cold pressed technology, Whole Fruit Processing

Feature	Detail
Product Care Instructions	Hand Wash Only
Dishwasher Safe	No
Country of Origin	China

9. WARRANTY INFORMATION

The Hurom E50ST Cold Press Juicer comes with a comprehensive warranty to ensure your peace of mind:

- **Motor Warranty:** 12 Years (10 years standard + 2 years extended)
- This warranty covers manufacturing defects in the motor under normal household use.
- Please retain your proof of purchase for warranty claims.

10. CUSTOMER SUPPORT

For any product inquiries, technical assistance, or warranty claims, please contact Hurom customer support:

- **Importer/Packer:** Silveor Lifestyle India LLP
- **Address:** Plot-82 Patparganj Industrial Area, Patparganj, Delhi-110092, India
- **Toll-Free Number:** 1800 203 3450
- **Email:** Support@silveorindia.com



Image: Hurom India Offices and support contact details for customer assistance.

Ask about setup, troubleshooting, compatibility, parts, safety, or missing instructions. Manuals+ will review the question and use this page's manual context to help answer it.

Name

Anonymous

Email

you@example.com

After a successful submission, we securely hash the supplied account or form email before sending it to Microsoft Advertising for conversion attribution. [Privacy details](#).

Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

Submit question